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Sept. 1	JOHN BARRYMORE—*Paramount* "On The Quiet"	1
	ELSIE FERGUSON—*Artcraft* "Heart of the Wilds"	1
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Sept. 8	ETHEL CLAYTON—*Paramount* "The Girl Who Came Back"	1
	Par. and Art. Special "The Hun Within"	1
	LILA LEE—*Paramount* "The Cruise of the Make-Believes"	1
	MARGUERITE CLARK, "Wildflower" (Success Series)	1
Sept. 15	MARY PICKFORD—*Artcraft* "Johanna Enlists"	1
	MARGUERITE CLARK—*Paramount* "Out of a Clear Sky"	1
	DOROTHY DALTON—*Paramount* "Vive La France"	1
	"The Girl of the Golden West" (Success Series Special)	1
Sept. 22	FRED STONE—*Artcraft* "The Goat"	1
	SHIRLEY MASON-ERNEST TRUEX—*Paramount* "Come On In"	1
	VIVIAN MARTIN—*Paramount* "Her Country First"	1
	PAULINE FREDERICK "Zaza" (Success Series)	1
Sept. 29	DOUGLAS FAIRBANKS—*Artcraft* "He Comes Up Smiling"	1
	CHARLES RAY—*Paramount* "The Law of the North"	1
	LINA CAVALIERI—*Paramount* "A Woman of Impulse"	1
	GERALDINE FARRAR, "Carmen" (Success Series)	1
Oct. 6	WILLIAM S. HART—*Artcraft* "The Border Wireless"	1
	WALLACE REID—*Paramount* "The Man From Funeral Range"	2
	DOROTHY GISH—*Paramount* "Battling Jane"	1
	JOHN BARRYMORE, "The Man From Mexico" (Success Series)	1
Oct. 13	ENID BENNETT—*Paramount* "When Do We Eat"?	1
	Par. and Art. Special "Private Peat"	2
	LILA LEE—*Paramount* "Such a Little Pirate"	2
	JACK PICKFORD "Seventeen" (Success Series)	1

Oct. 20, Oct. 27, Nov. 3, Nov. 10—No Releases

Nov. 17	CARUSO—*Artcraft* "My Cousin"	1
	BILLIE BURKE—*Paramount* "The Make-Believe Wife"	1
	BRYANT WASHBURN—*Paramount* "The Gypsy Trail"	1
	VICTOR MOORE "Snobs" (Success Series)	1
Nov. 24	ETHEL CLAYTON—*Paramount* "Women's Weapons"	2
	PAULINE FREDERICK—*Paramount* "A Daughter of the Old South"	1
	VIVIAN MARTIN—*Paramount* "Mirandy Smiles"	2
	"*The Cheat*" (Success Series Special)	2

C O N T E N T S

RELEASE DATE	STAR	SUBJECT
Sept. I	John Barrymore	On the Quiet
I	Elsie Ferguson	Heart of the Wilds
I	Wallace Reid	The Source
8	Ethel Clayton	The Girl Who Came Back
8	Special	The Hun Within
8	Lila Lee	The Cruise of the Make Believe
I5	Mary Pickford	Johanna Enlists
I5	Marguerite Clark	Out of a Clear Sky
I5	Dorothy Dalton	Vive La France!
22	Fred Stone	The Goat
22	Shirley Mason	Come On In
22	Vivian Martin	Her Country First
29	Douglas Fairbanks	He Comes Up Smiling
29	Charles Ray	The Law of the North
29	Lina Cavalieri	Woman of Impulse
Oct 6	William S. Hart	The Border Wireless
6	Wallace Reid	The Man From Funeral Range
6	Dorothy Gish	Battling Jane
I3	Enid Bennett	When Do We Eat?
I3	Special	Private Peat
I3	Lila Lee	Such a Little Pirate
20	Enrico Caruso	My Cousin
20	Billie Burke	The Make Believe Wife
20	Bryant Washburn	The Gypsy Trail
27	Ethel Clayton	Womens Weapons
27	Pauline Frederick	A Daughter of the Old South
27	Vivian Martin	Mirandy Smiles

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 1

On the Quiet

Scheduled Release Date: **1 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ullrich, *Editor*

John Barrymore

in

"On the Quiet"

A Paramount Picture

TRADE MARK Paramount Pictures

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

JOHN BARRYMORE in "ON THE QUIET"



ISSUED IN SETS OF TEN, CONSISTING OF

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Bottom Row—Five One-column Cuts and Mats

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PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Interesting Notes on John Barrymore and "On The Quiet"

JOHN BARRYMORE, FAMOUS STAR

JOHN BARRYMORE, who is to appear in a series of four Paramount pictures during the current season, is one of most famous actors in the country. His genius as a player on the stage and screen has placed him in the foremost rank of the leading actors of the day. This is Mr. Barrymore's second plunge in motion pictures, he having been a noted Paramount star several years ago when "The Man From Mexico" and "Are You a Mason?" two notable stage successes, were picturized with Mr. Barrymore in the leading roles. His skill, his knowledge of the technique of the drama and his adaptability to picture making, won for him a large and appreciative screen following. Mr. Barrymore is a son of Maurice Barrymore and Georgie Drew, of the famous Drew family of actors, and a brother of Ethel and Lionel Barrymore. That he should have histrionic talent therefore, is not surprising. His recent stage success "Peter Ibbetson" which served him as a starring vehicle for two years, both in New York City and on tour was phenomenal. Mr. Barrymore has attained great popularity and his reappearance in Paramount pictures doubtless will add not only to his fame as a screen player of the first rank, but accentuate the glory of the illustrious name he bears.

THE AUTHOR

AUGUSTUS THOMAS, author of "On the Quiet," easily ranks as the foremost playwright in America. He has written a score of notable plays, which have been highly successful. His play, "On the Quiet," which has been picturized for John Barrymore by Paramount, was produced at Hoyt's Theatre in New York, February 11, 1901, with William Collier in the stellar role. The comedy achieved an instantaneous success and it was Mr. Collier's vehicle for many years. Mr. Thomas is a playwright of exceptional ability, which qualities he has displayed aboundantly in "On the Quiet."

THE DIRECTOR

CHESTER WITHEY, a director of exceptional ability, is the man who directed John Barrymore in "On the Quiet." Mr. Withey formerly was an actor and a scenarist and his professional training has been of that high order of thoroughness as enabled him to direct "On the Quiet" with highly successful results. His cleverness was amply displayed in Billie Burke's "In Pursuit of Polly," as well as in many other notable photoplays.

THE STORY

ROBERT RIDGWAY, the role assumed by John Barrymore in "On the Quiet," is the rather wild son of Judge Ridgway of New York, who has been expelled from Yale, who squandered a large fortune, and who ardently loves Agnes Colt, an heiress to $20,000,000 left her by her father, and which inheritance is controlled by her brother, Horace, as executor of the will. The will provides that Agnes and her sister, Ethel, are to receive $20,000,000 each on condition that they marry with the consent of their brother and failing to do so, they are to receive a paltry $4,000,000 each. The young women have ideas of their own on the subject of marriage and their personal choice of a husband. Ethel weds the Duke of Carbondale. Horace protests against the courtship of Agnes and Ridgway and an arrangement is finally concluded by which Ridgway agrees to return to Yale, complete his course and if he proves his ability to control himself and refrain from seeing Agnes without Horace's consent, their marriage may be consummated at the completion of his college term. Before going to Yale, Ridgway induces Agnes to marry him "on the quiet," her brother being in complete ignorance of the marriage. Ridgway then returns to Yale and soon tires of his martyrdom. With the Duke he arranges a breakfast with two chorus girls, the Duke writing an anonymous letter to the wife, in the belief that if she loves him she will come to the hotel to make a scene. Agnes, meanwhile, losses her marriage certificate, which falls into the hands of a former bookmaker, who proceeds to blackmail her. She decides to appeal to her husband for aid and reaches the hotel just in time to see him and the Duke at breakfast with a girl. A scene is narrowly averted, a reporter gets on Ridgway's trail and to save complications, Ridgway puts his wife and maid on his yacht and they steam away. When Horace and Judge Ridgway learns of this, they go in pursuit of the yacht and Horace demands that Ridgway save his sister's reputation by marrying her instantly. He agrees to this on the condition that she receive her twenty million, and once again Robert and Agnes are united, the understanding being that she will devote her inheritance to humanitarian work.

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SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on John Barrymore or "On the Quiet"

A Parmount Picture

JOHN BARRYMORE RETURNS TO THE SILENT DRAMA AS STAR IN "ON THE QUIET"

This is Second Appearance of Paramount Star in Motion Pictures—Interesting Facts Regarding Famous Actor

ACCORDING to announcement made by Jesse L. Lasky, vice president of the Famous Players-Lasky Corporation, and head of the production department of that concern, John Barrymore, the famous stage star, has signed a contract by which he is to appear in four photoplays for Paramount, the first of which "On the Quiet," a picturization of Augustus Thomas' celebrated play, will be shown at the. . . . . theatre in this city next. . . . . .

This engagement marks Mr. Barrymore's return to the screen as a Paramount star. Several years ago he made his motion picture debut under this banner, among his initial film hits being "The Man From Mexico" and "Are You a Mason?" His work before the camera proved his adaptability to motion picture acting and he rapidly became popular among followers of the photoplay. After a triumphant season, Mr. Barrymore returned to the stage. In his announcement, Mr. Lasky said:

"Inheriting exceptional dramatic talents from both paternal and maternal branches of his family, John Barrymore fairly leaped into stardom, becoming a popular idol practically from his first appearance, and in the fifteen years he was on the stage he scored some of the most sensational successes in the history of American drama. He has proven equally popular in England and Australia. Among his starring vehicles which became most prominent are 'A Stubborn Cinderalla,' 'The Fortune Hunter,' 'Uncle Sam,' 'Half a Husband,' and 'A Thief for a Night.'

"A forecast of his talent for pantomimic acting was perhaps first given in his portrayal of Mac, the Prince in 'A Stubborn Cinderalla,'' in which he held the audience for five or six minutes without a word being spoken in a tense scene, a novel and daring performance on the legitimate stage and which won unstinted commendation from critics throughout the country.

"Mr. Barrymore's initial picture is an adaptation by Charles E. Whittaker, 'On the Quiet,' in which William Collier toured America twice and presented for a long run in London. It was written by Augustus Thomas and was acclaimed everywhere as a splendidly conceived and genuinely humorous farce. The first presentation was made at the Madison Square Theatre, New York, October 11, 1901, where it ran for a whole season and went on tour the following year. Mr. Collier then took the play to London and upon his return to America in December, 1905, revived it for another run at the Criterion Theatre. Thomas W. Ross has also toured with 'On the Quiet,' with notable success."

The story deals with Robert Ridgway, the stellar role, who is in love with Agnes Colt, an heiress whose guardian is her brother and who desires his sister to wed a nobleman, and who frowns upon her attachment for the Yale student. By the terms of the will the girl must marry a man approved by her guardian or lose sixteen million dollars. Amusing complications result in which the brother is cleverly trapped into giving his consent to the marriage.

Lois Meredith, well known star of the stage and screen, plays the leading feminine role opposite John Barrymore in "On the Quiet." Miss Meredith was formerly a Paramount star and will be remembered in the two successful pictures "The Woman" and "Help Wanted," released several years ago. The death of her mother at that time caused her retirement to private life, from which she emerged recently to play the leading feminine role in the Guy Empey photoplay, "Over the Top." Miss Meredith received a great deal of publicity owing to her spectacular rise to stardom, which was practically accomplished over night when she played in "Baby Mine" and made such a tremendous hit that in spite of her immature years she was starred by the Shuberts, and in a few days her name in electric light illuminated Broadway. She was then the youngest star on the speaking stage.

In the Barrymore photoplay Miss Meredith plays the part of the wealthy heiress with whom Barrymore is in love. Fearful of her brother's opposition, who, as her guardian, can cut off the bulk of ner fortune under the terms of her deceased father's will, the young people enter into a secret marriage, and amusing complications arise. An energetic newspaper reporter gets on their trail, and to save his sister from what looks like a compromising position the brother insists upon their wedding, and they complete the farce by going through another ceremony. The role is a vivacious one, well suited to Miss Meredith's talents, and similar to those in which she won her greatest successes on the speaking stage.

CAST AND STORY OF "ON THE QUIET"

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

JOHN BARRYMORE AGAIN IN PARAMOUNT PICTURES WITH SUPERB PHOTOPLAY

Picturization of Augustus Thomas' Famous Play "On the Quiet" Provides Star With Splendid Vehicle

"ON THE QUIET"

THE CAST

Robert Ridgway, a Yale Man . . **John Barrymore**
Judge Ridgway, his Father . . . . . **Frank Losee**
Horace Colt, an Executor . . . . . **J. W. Johnston**
Hix, a Reporter . . . . . **Al Hickman**
Ethel Colt . . . . . **Helen Greene**
Agnes Colt . . . . . **Lois Meredith**
Duke of Carbondale . . . . . **Cyril Chadwick**
McGeachy, a Bookmaker . . . . **Frank H. Belcher**
Chorus Girls . . . . . **Nan Christy**
. . . . . **Dell Boone**
Clerk . . . . . **Dan Mason**
Secretary . . . . . **Frank Hilton**
Valet . . . . . **Otto Okuga**
Maid . . . . . **Louise Lee**

THE STORY

HORACE COLT, as executor of the will of his father, who has devised twenty millions of dollars to each of his two daughters, Ethel and Agnes, provided that they shall marry with the consent of their family, failing which they are to receive a paltry four millions each, is desirous that his sisters shall wed foreigners of rank.

Ethel has an affair with Frank Wolcott, which comes to naught and she finally weds the Duke of Carbondale, whom she sincerely loves, but the money stands between them and neither is sure of the other's love. Horace now desires to marry off Agnes who is involved in a love affair with Robert Ridgway, a rather wild son of Judge Ridgway. Robert has been expelled from Yale, squandered a fortune in New York and Paris, and he is ardently wooing Agnes, who loves him, but who, because of her fear of Horace, is afraid to show it. An arrangement is finally made by which Robert agrees to go back to Yale, complete his course, and if meanwhile, he proves his ability to controll himself, and does not attempt to see Agnes without Horace's consent, their marriage may be consummated at the close of his college term.

Before entering upon his term of imprisonment at Yale, Robert demands that Agnes marry him "on the quiet," and their nuptials are celebrated quietly, Horace, of course, being in entire ignorance of the matter. Robert returns to Yale and endures his martyrdom for a month with fortitude. At that juncture, his brother-in-law, the Duke, who is uncertain whether his wife loves him, resolves upon a desperate course to ascertain the truth. He writes Robert and asks him to arrange a breakfast with two chorus girls as companions. The Duke then writes an anonymous letter to his wife in the belief that if she loves him, she will come to the hotel and make a scene. Robert agrees to the plan and the formalities are arranged.

Meanwhile, Agnes has lost her marriage certificate which has been found by McGeachy, a rascally bookmaker. He demands money to remain quiet, gets two hundred dollars from Agnes and later demands an additional thousand. Agnes decides to tell Robert and telegraphs him she is coming to Yale. The telegram is delayed and Robert is in ignorance of the fact that his wife and maid have arrived at the hotel the night before the breakfast is to come off. The Duke and Robert are breakfasting with the chorus girls when Agnes and her maid enter the room. A scene of confusion follows which is intensified by the arrival of Dr. Wolcott, a rector, with McGeachy. The Duke and Robert agree to send Agnes and her maid to Robert's yacht, the Coryphee, so that they may go to Port Jefferson, where they have friends.

Before the girls can make their escape, Hix, a reporter, is on Robert's trail, eager to unravel the mystery of Robert's movements. Robert manages to get Agnes and her maid on board the yacht and they set sail for Port Jefferson with Hix in pursuit in a motor boat. The yacht runs aground in a fog and Hix boards the vessel. Roebrt admits that Agnes is his wife and when McGeachy hears of this, he returns the missing marriage certificate and promises to reform. When Hix leaves the yacht, he announces that Horace is approaching on a tug.

When Horace and Judge Ridgway reach the yacht, Robert informs Horace that Hix had seen Agnes on board and Horace, in a rage, declares that Robert must now marry Agnes to save her reputation. With an air of sefl-sacrifice, Robert agrees to this provided Horace guarantees that Agnes shall get her inheritance of twenty millions. Horace agrees to this, and once again, Robert and Agnes are united.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of "On the Quiet," A Paramount Picture

JOHN BARRYMORE PROVES DELIGHTFUL IN HIS NEWEST PHOTOPLAY "ON THE QUIET"

Picturization of Famous Stage Success an Admirable Vehicle for Popular Paramount Star

JOHN BARRYMORE, the popular stage star who scored so heavily in the Paramount pictures, "The Man From Mexico" and "Are You a Mason?," a year or two ago, proved a veritable delight to large and enthusiastic audiences by his characterization in "On the Quiet" at the..... theatre yesterday. This is the first of four photoplays in which Mr. Barrymore will appear under the Paramount standard during the current season, and if those that are yet to come have the entertaining qualities of the first, there can be little doubt of the success of Mr. Barrymore's second plunge into the field of the silent drama.

"On the Quiet" is a picturization of Augustus Thomas' celebrated comedy produced in New York with enormous success in February, 1901, and the announcement that none of the beauties of the comedy was sacrificed in the screen adaptation, was fully sustained by the picture itself. The comedy demonstrated its popularity instantly and the general verdict was that it exceeded in attractiveness any photoplay in which Mr. Barrymore has thus far been seen in this city.

Robert Ridgway, the role assumed by John Barrymore in "On the Quiet," is the rather wild son of Judge Ridgway of New York, who has been expelled from Yale, who squandered a large fortune, and who ardently loves Agnes Colt, an heiress to $20,000,000 left her by her father, and which inheritance is controlled by her brother, Horace, as executor of the will. The will provides that Agnes and her sister, Ethel, are to receive $20,000,000 each on condition that they marry with the consent of their brother, and failing to do so, they are to receive a paltry $4,000,000 each.

The young women have ideas of their own on the subject of marriage and personal choice of a husband. Ethel weds the Duke of Carbondale. Horace protests against the courtship of Agnes and Ridgway and an arrangement is finally concluded by which Ridgway agrees to return to Yale, complete his course and if he proves his ability to control himself and refrain from seeing Agnes without Horace's consent, their marriage may be consummated on the completion of his college term.

Before going to Yale, Ridgway induces Agnes to marry him "on the quiet," her brother being in complete ignorance of the marriage. Ridgway then returns to Yale and soon tires of his martyrdom. With the Duke he arranges a breakfast with two chorus girls, the Duke writing an anonymous letter to the wife, in the belief that if she loves him she will come to the hotel to make a scene.

Agnes, meanwhile, loses her marriage certificate, which falls into the hands of a former book-maker, who proceeds to blackmail her. She decides to appeal to her husband for aid and reaches the hotel just in time to see him and the Duke at breakfast with the girls. A scene is narrowly averted, a reporter gets on Ridgway's trail and to save complications, Ridgway puts his wife and maid on his yacht and they steam away.

When Horace and Judge Ridgway learn of this, they go in pursuit of the yacht and Horace demands that Ridgway save his sister's reputation by marrying her instantly. He agrees to this, and once again Robert and Agnes are united, the understanding being that she will receive her full inheritance, with which she proposes to engage in humanitarian work.

Mr. Barrymore's portrayal of the role of Ridgway was artistic and highly effective. The support generally was excellent, the work of Frank Losee, J. W. Johnson, Al Hickman, Lois Meredith and Helen Greene being exceptionally praiseworthy. Miss Meredith who appears as Agnes, gave a delightful portrayal, filled with vivacity and charm. The picture was effectively directed by Chester Withey.



PARAMOUNT PROGRAMME PARAGRAPHS

For Use of Exhibitors in Their House Organs or for General Publicity

JOHN BARRYMORE had an amusing, as well as exciting, experience while taking scenes in "On the Quiet," which will be shown here next..... When the yacht on which the star was sailing came within the zone in which the German U boats were reported to be operating, off Jersey coast things happened.

In "On the Quiet" there is an exciting chase when Barrymore escapes from the brother of the girl he loves, who is trying to stop the young people from marrying, and these scenes were photographed off the Jersey coast. While the action was going on, and the irate brother of the picture was following the speedy yacht of the elopers with another swift craft, Barrymore was perturbed by a flock of aeroplanes and hydroplanes which circled about, as well as a fleet of other fast crafts, and he said, disgustedly to Chet Withey, the director: "A fellow can't even make pictures out on the ocean without being bothered by rubbernecks.' "

A few moments later one of the hydroplanes came close to the Barrymore yacht and curtly delivered the message: "Make for shore. German submarines are operating here."

The yacht made for shore speedily.

* * *

John Barrymore's rare gifts as a comedian are said to be capitally suited to the requirements of the stellar role in "On the Quiet," which will be shown at the..... theatre next..... Lois Meredith, a well-known stage and screen star who has been seen in previous Paramount pictures, portrays the heiress, Agnes. The character of Judge Ridgway, father of Robert, is assumed by Frank Losee, who has been known to Paramount and Artcraft audiences for a long time, while J. W. Johnston is seen as Horace Colt, brother of Agnes and administrator of her affairs. Helen Greene, Nan Christy and Dell Boone enact the other prominent feminine roles and Alfred Hickman, Dan Mason, Frank Hilton, Otto Okuga and Louise Lee complete the cast.

There are many amusing scenes in "On the Quiet," John Barrymore's new comedy which will be shown at the...theatre next... One takes place in a old time Bowery saloon, haunted by nondescript derelects who develop intense affection for the college boy with the bankroll. Director Withey has gathered together some remarkable types, including "Kid" Broad, hero of hundreds of ring battles eloquently evidenced by his battered face and cauliflower ears, whose beauty is enhanced by a four days' growth of beard, and a giant "bum" nearly seven feet tall. The latter is unsteady on his legs and folds around Barrymore like a jack-knife, and the star carries the inert mass to the sidewalk. Director Withey follows the Griffith idea of numerous rehearsals until his critical standards are attained, and after this scene had been gone over a dozen times and the "bum" had fallen to Withey's satisfaction, Barrymore's muscles were sorely tired. However, if the scene on the screens of the theatres gets one-half the laughs it received from the studio attaches while it was being taken he will be amply repaid.

* * *

John Barrymore will be seen here on.....in "On the Quiet," a picturization of the famous play by Augustus Thomas, which will mark his re-appearance in the field of motion pictures as a star of Paramount productions. The picture was directed by Chester Withey. The Augustus Thomas play loomed about the horizon of the stage in 1901 and with William Collier in the stellar role, it proved one of the greatest comedy hits ever produced in New York. It treats of the complications which arise when Robert Ridgway, once dismissed from Yale but now back in college endeavoring to make educational amends while suing, in a probationary sort of way, for the hand of Agnes Colt who is to receive a fortune of twenty millions provided she marries with the consent of her family. The situations are most amusing.

The story of "On the Quiet" starring John Barrymore, which will be displayed at this theatre next....., is in the nature of a rollicking farce. It deals with a Yale student who wins an heiress despite the opposition of her guardian brother, who has the right under the terms of the will of her father, to cut her off with only a paltry four millions if she marries against his wishes, while if she chooses a husband agreeable to him, she is to receive twenty millions. Barrymore is "in bad" with the brother from the start, and the lovers, fearing a separation, marry secretly though they seemingly acquiesce in the demand of the brother that Barrymore go back to Yale for three years to complete his college course. Complications arise through the loss by the bride of the marriage certificate which reaches the hand of a blackmailing private detective, but before the brother learns the truth he is tricked by Barrymore into giving his consent to the marriage.

* * *

Jesse L. Lasky, Vice President of the Famous Players-Lasky Corporation in charge of productions, announces a notable addition to the list of stars appearing in Paramount pictures in the person of John Barrymore, whose dramatic work on the stage and screen has placed him in the very foremost rank of leading actors of today. Mr. Barrymore has signed for a series of four pictures, the first of which, "On the Quiet" will be shown at this theatre next.....

* * *

John Barrymore makes his reappearance under the Paramount banner surrounded by a bevy of beautiful girls and is supported by a lengthy cast of well-known players in "On the Quiet," which will be shown at the.....theatre next..... Chester Withey, the noted Griffith producer, who staged the photoplay, has the Griffith ideas of types and has given considerable attention to a well balanced cast, with the result that this comedy-drama, staged in high society, presents characters portrayed by those best fitted to interpret the roles.

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

Adolph Zukor Presents

John Barrymore



in "On the Quiet"

A Paramount Picture

PSST! It's a secret, but may be we'll let you in on it if you promise not to breathe it to a soul.

Bob Ridgway was on of those lovable harem-scarem scamps who was up to his neck in hot water every time he turned.

He went out of a Yale lot faster than he entered it and when he left he carried the best wishes of the faculty for a safe arrival in the Inferno.

Now! Here's the point. He had to finish that course at Yale to get the girl and the 20,000,000 that went with her.

That's where he had a job done "on the quiet."

What job?

Ah! Now you're asking to much. Come on down and see!

Beginning Sunday—All Week

PARAMOUNT THEATRE

CONCERT ORCHESTRA

Matinee		Evening	
ORCHESTRA	15c	ORCHESTRA	25c
BALCONY	10c	BALCONY	15c

UP AND DOWN BROADWAY

In and Out of the Film Studios

WEST SIDE
14th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
...er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
...Secret," with ELLA HALL.
...nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
...er—The Beast of Berlin"
...ATHE NEWS COMEDY
VAUDEVILLE

...MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
...UM in "ROUGH & READY."
...Eve., 15c, including war tax.

...GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
...BRADY in "THE TRAP."
...THE WOMAN IN THE WEB."

WEST SIDE
...St. to 86th St.

...TH BROADWAY AND
...THEATRE 77TH STREET
...kawa "Honor of His House."
...& in "Riders of the Night."

...EATRE 8TH AVENUE AT 44TH STREET
...RDEN, "The Splendid Sinner"

WEST SIDE
...h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...IAN 16 Cathedral Parkway.
2. to 11 P. M.
...IVET, in "Lest We Forget"

...116th St. & 5th Ave.
...SUBMARINE EYE,"
...THE WOMAN IN THE WEB."

...OFF MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME"
..."THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...aston Forbes-Robertson
...asks and Faces."

...EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
...NNETT in "THE KEY TO
...DUSNESS." Toto Comedy.

...onderland THIRD AVENUE AT 152D STREET.
...hillips in "The Risky Road"

...COMEDY 3754 3d Ave.
...IAFERRO, 'The Three of Us'
...STORY COMEDY

...Westchester Av. & 161st St.
...TANCE TALMADGE
...THE STUDIO GIRL"
...TH CLIFFORD
...E GUILT OF SILENCE"

...EATRE, 4048 Third Av.
...iscale in "Madame Who?"

...RESCENT 168TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S PL. & ALBANY AVE.
...iscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...edford Section

...RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
...AM FARNUM
IN
...MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST BR... & MARK...
Mrs. Vernon Castle, "Hillcrest Mystery"
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon...
FRANK KEENAN in "LOAN...
4th Epis. "THE WOMAN IN...

ST. MARKS 133 Sec...
CARLYLE BLACKWELL in...
OUT." "THE EAGLE'S...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episodo 16 "THE MYSTER...

M. & S. Theat...

AMERICAN MOVIES
Francis X. Bushman & B...
In "With Neatness and...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The H...

NEW 14th ST. 14TH ST...
"TARZAN OF THE...
The Wonder Play of...

ODEON 58-62 Clin...
DOROTHY DALTON in "I...
Mack Sennett Comedy, "It Pa...

PALACE 133 Es...
Pauline Frederick, "Mrs. D...
5th Epis. "The Woman...

SUNSHINE 141 E. ...
Edith Storey, 'Treasure...

WACO 118 Riv...
Elsie Ferguson, "The Sc...

STAPLETON.

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A...

NEWARK, N...

FOREST HILL T...
"Tarzan of the Apes," with...
A Sidney Drew Com...

HOBOKE...

STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S...
in "THE T...
"A SON OF DEMOCR...

ORPHEUM KITTY...
in "THE PU...
Tmw—MAE MARSH in "Hold...

ROCKAWAY B...

NEW THEATRE HAMMER...
ROCKAW...
OLGA PETROVA in "T...
WITH...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face i...

Stuyvesant Heights

COLONIAL BROAD...
ROCKA...
BILIE BURKE in "Eve's...

DECATUR Broadwa...
Cont. 1...
"The Kaiser—The Beast...

HALSEY THEATRE Hal...
Con...
Henry B. Walthall in "Hunte...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey &...
Cont. 1...
Margery Wilson in "Flames...

Ridgewood Secti...

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Adolph Zukor presents

JOHN

Barrymore



By Augustus Thomas
Scenario . . . by Chas Whittaker
Directed . . . by Chet Withey.

Paramount Pictures



in

"On the Quiet"

A Paramount Picture

"ON THE QUIET" is the famous Broadway stage success in which Willie Collier played the part of the rattled-brained college boy who went on his good behavior for the sake of a girl with $20,000,000.

It's better on the screen with John Barrymore as "Bob Ridgway" than it was on the Broadway stage.

Paramount

Theatre

All Week

Adolph Zukor presents

JOHN

Barrymore



in "On the Quiet"

A Paramount Picture

BY AUGUSTUS THOMAS

Scenario by Charles Whittaker. Directed by Chet Withey

"BOB RIDGWAY" thoroughly agreed with the Kentucky colonel who said, "The e are two tastes that have to be acquired suh; one is for oli ves, and the other is for water." That is, he agreed with him until he saw the girl and the $20,000,000 that went with her.

PARAMOUNT

THEATRE All Week

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

"ON THE QUIET" IS SUPERB FILM FOR JOHN BARRYMORE

Augustus Thomas' Famous Play Excellent Vehicle for Paramount Star

THE new vehicle selected for John Barrymore, which signalizes his re-entrance into the silent drama as a Paramount star, is "On the Quiet," a picturization of Augustus Thomas' famous stage success which for several years was the starring vehicle for William Collier. The production is an excellent one and it will be seen at the.....theatre next .....

The story deals with the complications which arise when Robert Ridgway, once expelled from Yale returns to that seat of learning to make educational amends while suing, in a probationary sort of way, for the hand of Agnes Colt who is to receive twenty millions of dollars on condition that she weds with the consent of her family.

Ridgway induces Agnes to marry him "on the quiet" and numerous amusing complications follow. The finding of Agnes on her husband's yacht, and the activities of a newspaper reporter and a blackmailer, lead the brother of Agnes to insist that Ridgway marry his sister "to retrieve her honor," and this he consents to do provided Agnes receives her fortune of twenty millions. So a second marriage is consummated, but the laugh is not on the bride and bridegroom.

Mr. Barrymore's role in this comedy is said to be excellent. His support is strong and includes such well known players as Frank Losee, Alfred Hickman, J. W. Johnston, Helen Green, Dan Mason and others.

WOULD YOU RISK TWENTY MILLIONS ON WILD FIANCE?

That is the Great Chance Agnes Colt Took in Picture "On the Quiet"

IF you were an heir to twenty millions of dollars, which legacy would be lost to you if you married against the wishes of your family, would you take a long chance and marry "on the quiet?" This is the problem that Agnes Colt was called upon to solve in the new Paramount photocomedy, "On the Quiet," starring John Barrymore, the celebrated comedian, which will be displayed at the.....theatre next.....

It all happened thus; Agnes Colt is bequeathed twenty millions of dollars by her father, she to receive that sum on condition that she marry some man who will be acceptable to her brother Horace, executor of the late Mr. Colt's will. Contrary to her brother's wishes or knowledge, she weds Robert Ridgway, a rather wild young man, "on the quiet." Ridgway returns to Yale, from which he had been previously expelled for improper conduct, with the understanding that if he completed his course without scandal, his marriage with Agnes might come to pass.

But a man of Ridgway's exuberant temperament, such a probation is torture, and when he kicks over the traces, one durned development after another, each more diverting than the other, follows. When Horace finds his sister on Ridgway's yacht, he belives the family name will be tarnished unless Ridgway espouses Agnes and he demands that their wedding take place instantly. Ridgway agrees provided his bride enters into possession of her inheritance and this is agreed to. So they are married a second time and all are happy. The supporting cast is an excellent one.

JOHN BARRYMORE HAS STRONG ROLE IN "ON THE QUIET"

Famous Comedian Appears as Wild College Youth in Picture

IN his new photoplay, "On the Quiet," based upon the celebrated play by Augustus Thomas which was produced in New York with enormous success in 1901, John Barrymore, the gifted Paramount star, has an excellent role, that of a Yale student who, after being expelled and going through a large fortune, returns to that institution on probation, the prize being the hand of an heiress to twenty million dollars, but whom, by the way, he had previously married "on the quiet." This charming picture will be shown at the.....theatre next.....

It is reported that Mr. Barrymore has as charming a role in this photocomedy as in "Are You a Mason?" a Paramount picture in which he scored so successfully several years ago. Mr. Barrymore makes his second plunge in shadowland as a Paramount star in this delightful photoplay, and it is said no better medium for this purpose could have been selected.

There are many amusing complications that follow the meeting of Robert Ridgway, the character played by Mr. Barrymore, and Agnes Colt, the latter role being portrayed by Lois Meredith. Agnes is to receive twenty millions on condition that she marry with the consent of her brother Horace, who is executor of their father's will. Horace plans a brilliant marriage for her and her quiet marriage to Ridgway without her brother's consent threatenes to deprive her of her fortune if he should hear of it, and this situation is the nucleus of developments that hold the interest as well as amuse, to the end of the picture.

"ON THE QUIET" IS FINE FILM STORY

John Barrymore's New Picture Relishable Comedy

ONE of the most relishable comedies produced by Paramount in years is "On the Quiet," which serves as John Barrymore's re-entrance into the silent drama, and which will be displayed at the.....theatre next..... The picture was directed by Chester Withey, and the story is based upon Augustus Thomas' famous stage success produced in New York in 1901.

The plot revolves about a rather wild college young man and a beautiful girl who falls heir to twenty millions, the receipt of which is wholly dependant upon her consummating a marriage in accordance with the wishes of her brother who is executor of their father's estate. She marries the student "on the quiet" and this provokes complications which are bound to hold the attention of every spectator to the final scene.

Mr. Barrymore is well supported in this photoplay. The players include Frank Losee, J. W. Johnston, Al Hickman, Helen Greene, Lois Meredith and other notable screen players.

Barrymore's New Hit

JOHN BARRYMORE'S re-entrance into the motion picture field in "On the Quiet," a new Paramount photocomedy based upon Augustus Thomas' famous stage success, serves to win him many new admirers at the..... theatre where it is being shown this week. The photoplay is an excellent one and it is safe to say that Mr. Barrymore never has been seen in a more congenial part than that he portrays in this delightful production.

AUGUSTUS THOMAS NOTED PLAYWRIGHT

He is Author of "On the Quiet"
Starring John Barrymore

AUGUSTUS THOMAS, author of the celebrated comedy "On the Quiet," the picturized version of which starring John Barrymore, will be shown at the .....theatre next....., is one of the foremost playwrights of the country. He is author of a score of notable successful plays, but it is said that none of these achieved more enduring fame than "On the Quiet" which, since its production in New York, on February 11, 1901, has held the stage at intervals with unvarying success.

None of the charm of the play has been lost in its picturization and it is said to supply John Barrymore with opportunities of the most brilliant description. That he has not failed to take advantage of these is a certainty. This is Mr. Barrymore's second plunge in motion pictures and he will be seen in many other Paramount photoplays, during the current season. He is finely supported by an excellent staff of screen players, all artists of national reputation.

Worth While Photoplay

ONE really worth while photoplay is "On the Quiet," the new Paramount picture starring John Barrymore, which is on view at the.....theatre this week. It is a charming comedy not inferior to "Are You a Mason?" in which Mr. Barrymore was seen here a year or two ago, and the picture marks the re-entrance of Mr. Barrymore in motion pictures under the Paramount banner. He is supported by such players as Frank Losee, Alfred Hickman, Helen Greene, Dan Mason, Nan Christy, Nell Boone, Frank Hilken and others, all screen players of reputation.

FAMOUS ACTOR IS JOHN BARRYMORE

Re-enters Screen World in Film "On the Quiet"

JOHN BARRYMORE, the talented actor who will be seen at the.....theatre next.... in "On the Quiet" a splendid Paramount photoplay, this production marking his re-entrance in motion pictures after a prolonged period of legitimate stage work in "Peter Ibbetson," is one of the most famous thespians in the country. His father was a famous actor, while his mother, Georgie Drew, was a member of the renowned Drew family of thespians.

Mr. Barrymore appearred in Paramount photoplays several years ago, his more notable cinema successes being "The Man From Mexico" and "Are You a Mason?" He recently signed a contract to appear in four pictures for Parmount, of which "On the Quiet" is the first. He has a splendid role in this production and his characterization is said to be a portrait of unusual artistic excellence. His support in this photoplay which was directed by Chester Withey, is of a high order of excellence.

Capable Screen Players

A FEATURE of "On the Quiet," the splendid Paramount photoplay starring John Barrymore, which is being presented with unusual success at the .....theatre this week, is the excellent support provided for the star. Lois Meredith, well-known stage and screen star, plays opposite to Mr. Barrymore. Frank Losee, a popular Paramount player has an important role and others in the cast include J. W. Johnston, Alfred Hickman, Helen Greene, Nan Christy, Nell Boone, Dan Mason, and Frank H. Belcher.

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"ON THE QUIET"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets
1 Star Stock, 24 sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

There are few more talented or better known actors on the American stage than John Barrymore, popularly known as "Jack" to his admirers. Mr. Barrymore recently returned to the field of the silent drama under the Paramount banner and his first offering, "On the Quiet," a delightful comedy, will be the attraction at our theatre next.....

Mr. Barrymore was seen here sometime ago in "The Man From Mexico" and "Are You a Mason?", two enormously successful Paramount photoplays, but it is said his characterization of a rather wild Yale student in "On the Quiet" exceeds in interest and attractiveness his portrayals in those famous photo-plays. Mr. Barrymore is a comedian of exceptional ability and it is a certainty that he will add vastly to his reputation by his work in this charming comedy.

The support provided for Mr. Barrymore in "On the Quiet" is of a high order of excellence, his leading woman being Lois Meredith, a famous stage star and a delightful comedienne. We believe this picture will interest you hugely and we do not hesitate to recommend it to you as an attraction of unusual merit.

Yours sincerely,

.....

Manager

MAIL CAMPAIGN

For the Exploitation of "On the Quiet"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us great pleasure to inform you that John Barrymore, the famous stage star, will be seen in "On the Quiet," a rollicking Paramount comedy, at our theatre next..... This marks Mr. Barrymore's reentrance into motion pictures after a prolonged season on the stage and his new offering is most praiseworthy.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The re-appearance of John Barrymore in pictures, is an event worthy the attention of screen patrons. Mr. Barrymore will be seen in his new Paramount comedy, "On the Quiet," a picturization of Augustus Thomas' famous play, at our theatre next..... Our clientele cannot afford to overlook this opportunity to see this celebrated star.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that John Barrymore will be seen in his new comedy, "On the Quiet" at our theatre today. All who saw this talented player in "Are a Mason?" will find "On the Quiet" even more enjoyable. It will afford us pleasure to welcome you at our playhouse during its representation. You will be wise to come early.

Yours sincerely

Manager _____

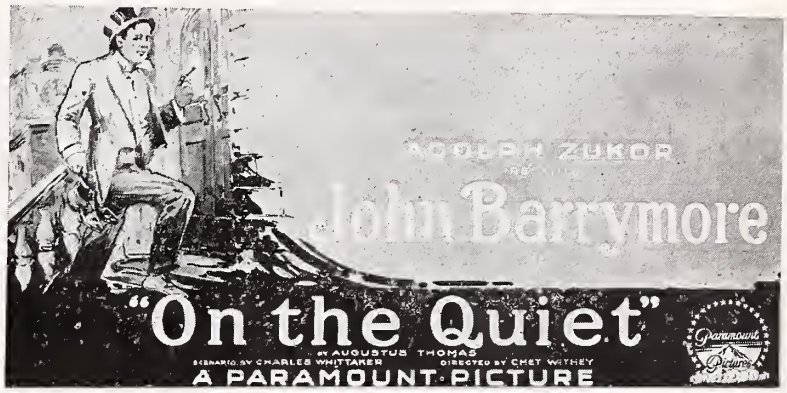
for

"ON THE QUIET"

Always obtainable at your exchange.



Three Sheet



Twenty-four Sheet



One Sheet



Six Sheet



One Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

PAULINE FREDERICK ..... "RESURRECTION"
ENID BENNETT ..... "THE BIGGEST SHOW ON EARTH"
SESSUE HAYAKAWA ..... "THE WHITE MAN'S LAW"
JACK PICKFORD ..... "MILE-A-MINUTE KENDALL"
DOROTHY DALTON ..... "THE MATING OF MARCELLA"
MARGUERITE CLARK ..... "PRUNELLA"
CHARLES RAY ..... "HIS OWN HOME TOWN"
WALLACE REID ..... "BELIEVE ME, XANTIPPE"
BLACKTON'S ..... "MISSING"
LINA CAVALIERI ..... "LOVE'S CONQUEST"
VIVIAN MARTIN ..... "VIVIETTE"
PAULINE FREDERICK ..... "HER FINAL RECKONING"
SESSUE HAYAKAWA ..... "THE BRAVEST WAY"
WALLACE REID ..... "THE FIREFLY OF FRANCE"
ENID BENNETT ..... "A DESERT WOOING"

MARY PICKFORD ..... "M'LISS"
WM. S. HART ..... "SELFISH YATES"
CECIL B. DE MILLE'S ..... "OLD WIVES FOR NEW"
ELSIE FERGUSON ..... "A DOLL'S HOUSE"
DOUGLAS FAIRBANKS ..... "SAY, YOUNG FELLOW"
GEORGE M. COHAN ..... "HIT-THE-TRAIL-HOLLIDAY"

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 2

Heart of the Wilds

Scheduled Release Date: **1 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

ELSIE FERGUSON

in

"Heart of the Wilds"

An ARTCRAFT Picture

TRADE MARK ARTCRAFT PICTURES

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

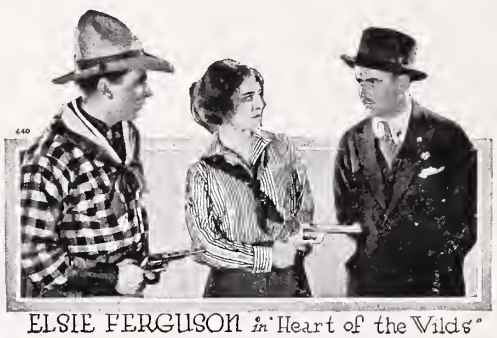
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

ELSIE FERGUSON in "HEART OF THE WILDS"



ELSIE FERGUSON in "Heart of the Wilds"
An ARTCRAFT Picture



ELSIE FERGUSON in "Heart of the Wilds"
An ARTCRAFT Picture



ELSIE FERGUSON in "Heart of the Wilds"
An ARTCRAFT Picture



ELSIE FERGUSON in "Heart of the Wilds"
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ELSIE FERGUSON in "Heart of the Wilds"
An ARTCRAFT Picture



ELSIE FERGUSON in "Heart of the Wilds"
An ARTCRAFT Picture



ELSIE FERGUSON in "Heart of the Wilds"
An ARTCRAFT Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

ARTCRAFT PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

"S PLAYERS-LASKY CORPORATION
JESSE L. LASKY, Vice Pres. CECIL B. DE MILLE, Director General
NEW YORK

AD CUTS and MATS

Matters of I

ELSIE FERG

IN the wide range of t
silent, there are few
ceeds that of Elsie F
star in motion picture
has been won by har
plays as "Barbary
Song of Songs,"
Lie" and "A
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"Heart of
character
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ng "Heart of the Wilds"

Mr. Maigne is essentially a dramatist of
nd discernment and all his work bears
ent, study and experience.

DIRECTOR

director of "Heart of
ost talented and
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Accessories.....
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Paper
Back Cov

STAR

be it legitimate or
whose popularity ex-
the beautiful Artcraft
Ferguson's cinema fame
itious work in such photo-
Rose of the World," "The
e of Jennie Cushing," "The
ase," her characterizations in
esses stamping her as an actress
id exceptional versatility. In
," she is seen in an entirely new
ne that is quite different from any
rto has appeared on the screen, that
f a travern keeper on the Canadian-
ary. This portrayal seems destined to
opularity first, because
as a player in what is
western" photoplay, sec-
se of the profound interest
ory, and lastly, because of
uisite artistry she displays in
ception and delineation of an
ingly arduous role. It is a safe
action that her characterization
'Heart of the Wilds" will be ac-
aimed as one of the finest of her
screen portraits and that it will ac-
centuate her fame as a player of
primary quality is unquestioned.

THE AUTHORS

MISS FERGUSON'S new star-
ring vehicle is based upon
Elgar Selwyn's play "Pierre of the
Plains," which was produced with
great success at the Hudson Theatre,
New York City, on October 12,
1908, with Miss Ferguson in the role
and Mr. Selwyn in the title ro
dramatic version by Mr. Selw
celebrated novel, "Pier
"Heart of the Wild
the Plains," S
Triple C
and

MA
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experienced direct
He is widely kno
Mary Pickford's
George M. Cohan
Neilan formerly w
technique of the d
latest photoplay he
highest form, the re
as one of his ablest c

as a screen actor a
in "Hit-the-
recting game thorough
has displayed his talents in
sult being a picture that will rank
inema achievements.

THE STORY

JEAN GALBRAITH is the daugh
ter of a travern keeper on
Canadian-American border
she lives with her fathe
her brother, Val kidn
is affiliated with
for making ar
his sister,
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ed

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Elsie Ferguson or "Heart of the Wilds."

ELSIE FERGUSON TO BE SEEN FOR FIRST TIME IN WESTERN PHOTOPLAY

Famous Artcraft Star Delighted With Her Role In Superb Picture "Heart of the Wilds" by Edgar Selwyn

TO portray the heroine of one of Robert Hichens' novels, or give a psychological interpretation of an Ibsen creation; then to step out into the wild west and present the character of a young woman reared on the Canadian border line, is proof of elastic versatility of which any actress may be proud. But this is what Elsie Ferguson, the beautiful and talented Artcraft star regards as only a trifling matter, and as far as she is concerned, merely in the day's work.

In her latest photoplay, "Heart of the Wilds" an Artcraft picture based on Edgar Selwyn's famous play, "Pierre of the Plains" and Sir Gilbert Parker's story "She of the Triple Chevron" which will be presented at the. . . . . theatre next . . . . . , Miss Ferguson appears for the first time in her screen career in what is commonly termed a "Western" photoplay, that is to say, a story of the plains and mountains, in which cowboys doing dare-devil stunts on ponies, Indians and the motley characters that lurk on the fringe of civilization, are the chief figures. Fancy Miss Ferguson doing daring riding stunts in emulation of frisky cowpunchers! Yet this is what she does as Jen Galbraith, the brave resourceful daughter of a tavern keeper on the Canadian boundary, who defies the excise laws and Mounted Police with impunity.

"When 'Pierre of the Plains' was produced in New York nearly ten years ago," said Miss Ferguson in an interview recently, "I created the part of Jen Galbraith. It was a magnificently dramatic role and I little thought then that I ever would play the same part in motion picture. But there are many changes in the career of a player, and this is merely an incident in mine, but highly enjoyable nevertheless.

"I enjoyed the work of making 'Heart of the Wilds' immensely. We went to Cody, Wyo., where the scenes were taken and where a real western welcome was accorded us. Marshall Neilan, the director, gave a barbecue at which there were hundreds of persons and where the cowboys for applause fired off two hundred revolvers simultaneously. One of the boys did tricks on a bay horse called 'Prince' which so captivated me that I instantly purchased the animal. 'Prince' is now in New York and I expect to derive much enjoyment riding him in my leisure hours.

"Regarding 'Heart of the Wilds,' I may confidently say that the public should, and doubtless will, like the photoplay. It has been splendidly produced and my associate players therein, have done the best work of their careers. Many prominent points in Yellowstone Park have been pictured and they lend instructive as well as entertaining qualities to this unusually excellent picture production."

In her newest photoplay, Miss Ferguson has abundant opportunities to display her riding skill. It is not generally known that she is a daring horsewoman—indeed, there are few better women riders than she in the country. In this scene in "Heart of the Wilds" where she rides to a frontier post with sealed orders, she gallops dangerously close to the edge of high cliffs and along narrow trails, the effect upon the spectators being exceedingly thrilling.

In another scene in which Miss Ferguson as Jen is the central figure, she employs novel but effective methods to rout a bunch of depredatory cowpunchers who invade her kitchen to sample the pies she had baked and to retain which she fights desperately and—but the picture will reveal the methods employed. Take it all in all, if advance reports are any criterion, "Heart of the Wilds" promises to be as great a success as any picture in which Miss Ferguson has thus far been seen.

TRADE MARK ARTCRAFT PICTURES

CAST AND STORY OF "HEART OF THE WILDS"

For Use of Exhibitors in Their House Organs or for General Public.
An Artcraft Picture.

"HEART OF THE WILDS" STRONG PHOTOPLAY OF THE CANADIAN BORDER

Story Based Upon Edgar Selwyn's Play "Pierre of the Plains" Fine Vehicle for Elsie Ferguson

"HEART OF THE WILDS"

THE CAST

Jen Galbraith, a Tavern Keeper's Daughter ..... **Elsie Ferguson**
Peter Galbraith, her Father ..... **Joseph Smiley**
Val Galbraith, her Brother ..... **Matt Moore**
Pierre, a Cowboy ..... **Escamilo Fernandez**
Sergeant Tom Gellatly, of the Mounted Police ..... **Thomas Meighan**
Grey Cloud, an Indian Chief ..... **Sidney D'Albrook**

THE STORY

JEN GALBRAITH, the beautiful daughter of a tavern keeper on the Canadian-American border, is loved by the residents for miles around. Her father, despite the rigorous excise law, sells liquor to Indians and he is suspected by the Mounted Police, to which is attached Sergeant Tom Gellatly, an admirer of Jen's. Val her brother, is a likeable chap who is much devoted to his sister.

Pierre, a dare-devil cowboy, who hates Tom because of the preference shown him by Jen, and who loves Jen fiercely, is Val's chum and the latter is somewhat under his influence. Pierre is determined to win Jen for himself and to put a stop to Tom's courtship, if he can. Grey Cloud, an Indian chief is secretly in the pay of the Mounted Police and one day, pursuant to instructions, he buys liquor at the tavern. He too, has a fierce liking for Jen who scorns him, and in a spirit of revenge, he consents to any course which may place Jen's father in his power.

Pierre knows of Grey Cloud's affiliation with the police, and when he learns that the Indian has purchased liquor from Galbraith, he tells the latter of his peril. Galbraith induces Val, to go in pursuit of the Indian and to recover the liquor at every hazard. Accompanied by Pierre, Val rides away and when they catch up with Grey Cloud, they beg him to return the liquor to them. Grey Cloud replies that if Val will bring about Jen's marriage to him (Grey Cloud) he will destroy the evidence he has against his father.

Enraged at this demand, Val kills Grey Cloud and he and Pierre leave the scene. Val heads for Devil's Gate, with the intention of crossing the border line, while Pierre returns to the tavern to inform Galbraith of the incident. The murder has been observed by an Indian scout who informs the Mounted Police. Sergeant Tom is ordered to ride to Archangel Post to give the alarm, while other police are sent to guard every outlet of the valley to the border line.

The news brought by Pierre is withheld from Jen and when Tom reaches the tavern where he stops for refreshments, he freely announces his object of going to Archangel Post. While Tom is feeding his horse and Jen is preparing dinner, Galbraith puts laudanum in Tom's coffee and later when he drinks, Tom succumbs to the influence of the drug and falls asleep. Jen is alarmed when she is unable to rouse him, and knowing the importance of his mission, and of the disgrace that would follow if his duty remained unfulfilled, she takes his despatches and herself rides to the Post with them.

Returning to the tavern at nightfall, she finds Tom still unconscious. She learns that Val is a fugitive and then comes to her the realization of the part she has played in setting the law in motion to insure her brother's arrest. As Galbraith and Pierre ride away in aid of Val, Tom is revived by Jen. He insists upon going to the Post, or lose his man, and when she pleads with him, he jealously fancies she is shielding the man she loves. He prepares to leave when Jen threatens to shoot him. He defies her and in her agitation, Jen accidentally discharges the revolver. Tom falls unconscious.

Meanwhile, Pierre returns to the tavern and discovers Tom. In a room above he finds Jen searching for bandages. His passion for her prompts him to embrace her and she is struggling with him when Val appears. He is about to kill Pierre when a squad of Mounted Police reach the cabin. They revive Tom, who informs them that he accidentally shot himself. Val gets the drop on Pierre and forces him to give himself up as the murderer of Grey Cloud. As the Police ride away with their prisoner, Jen goes to Tom's aid and they now realize how much they love each other.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of "Heart of the Wilds," An Artcraft Picture.

"HEART OF THE WILDS" SPLENDID PHOTOPLAY FOR ELSIE FERGUSON

Beautiful and Talented Artcraft Star Seen to Excellent Advantage in Her First Western Characterization

APPEARING for the first time in her screen career in what is generally termed a "western" photoplay, Elsie Ferguson was seen with great success in her newest Artcraft picture, "Heart of the Wilds," at the.....theatre last ..... This is a splendid picturization of "Pierre of the Plains," a stage play by Edgar Selwyn, in which Miss Ferguson scored a pronounced hit in New York several years ago.

The versatility of Miss Ferguson was never displayed to finer advantage than in this superb story. Accustomed as she has been to the delineation of subtle roles, such as Nora in "A Doll's House," which was recently seen here and similar strong photoplays, it is a distinct novelty for her admirers to see her in a photoplay of the West, in which she does dare-devil riding and other stunts so often seen in red-blooded plays of the western variety.

As Jen, the daughter of a travern-keeper on the Canadian-American border, who sells whiskey to Indians, despite the excise law, Miss Ferguson has a role of the deepest dramatic interest. Her brother Val, slays Grey Cloud an Indian chief, who has made an insulting proposal to him, regarding Jen. The Mounted Police are notified of the murder and a strenuous pursuit is at once begun. Sergeant Tom Gellatly, who loves Jen, receives orders to go to Archangel Post and there seek to capture the fleeing assassin. He stops at Galbraith's Place, and announces to Galbraith that he has sealed orders and is on his way to capture the murderer of whose identity he is, of course, unaware.

Galbraith and Pierre, a cowboy, who loves Jen, place laudanum in his coffee and stupefy him. Jen, who loves the Sergeant, seeks in vain to revive him, and on learning that he has secret orders to deliver to the Mounted Police at Archangel Post, she takes the packet from his pocket, dons his hat and coat, and rides away for the Post. On her return that night the Sergeant is still unconscious, and unable to arouse him, Jen becomes anxious. She then learns to her horror of the trick played upon him by her father and Pierre, and of the part she has played to bring about the arrest of her brother. Tom is at last aroused and when he searches for his papers, Jen tells him that she delivered them to the Commandant at Rise Post.

Tom is grateful and announces his intention to ride to the Post. She seeks to prevent his departure by threatening to shoot him and in her agitation the revolver is discharged and Tom falls unconscious. While she is searching for bandages, Pierre returns to the cabin and embraces Jen. Val enters at this juncture and is about to kill Pierre when the Mounted Police arrive. Val forces Pierre at the point of his gun to acknowledge himself the slayer of Grey Cloud and they leave with their prisoner, leaving Tom in the care of Jen. Explanations follow and all ends happily.

This picturization was made by Charles Maigne, and the photoplay was excellently directed by Marshall Neilan. Thomas Meighan gave a strong, virile impersonation of Sergeant Tom, while the Pierre of E. L. Fernandez, was an exceptionally clever performance. Matt Moore, as Val, and Sidney D'Albrook, as the Indian, were artistic. The photography by Walter Stradling left nothing to be desired.

TRADE MARK
ARTCRAFT PICTURES

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity.

ELSIE FERGUSON HAS IDEAL ROLE IN NEW PICTURE

Famous Artcraft Star Appeared in First Production of Play Ten Years Ago

WHEN Edgar Selwyn's play, "Pierre of the Plains" Mr. Selwyn's dramatization of Sir Gilbert Parker's novel "Pierre and His People," was produced in New York ten years ago, with Elsie Ferguson in the stellar role, the play scored a prodigious success. This play has been picturized for Artcraft under the name of "Heart of the Wilds" and by a coincidence, Miss Ferguson lends her genius to the creation in motion pictures of the stellar role, that of Jen, daughter of a tavern keeper on the Canadian border line, about whom the plot centres.

Jen's brother Val slays an Indian who makes a disparaging remark regarding his sister and he flees to the border to escape the Mounted Police. Sergeant Tom, a member of that organization, loves Jen and unaware that Val is the fugitive, he starts in pursuit. To frustrate the delivery of certain sealed orders which he carries, Val's father and a friend, pour laudanum in Tom's coffee and he is stupified by the drug. Jen takes the sealed orders and rides to Rise Post and delivers them to the Commandant. She is unaware that her brother is a murderer and that she has by her act made his arrest inevitable.

The subsequent developments are highly dramatic. Tom is accidentally shot by Jen and she nurses him back to life and health. Cupid then enters the lists against them, the result being their betrothal. Miss Ferguson is supported by fine players including Thomas Meighan, E. L. Fernandez, Matt Moore, and Sidney D'Albrook. "Heart of the Wilds" will be shown at the..... theatre on.....next.....

MANY THRILLING FEATS SHOWN IN BIG NEW PICTURE

Elsie Ferguson, Artcraft Star, Rides Wild Pony in "Heart of the Wilds"

RIDING a wild and unruly mustang which she controls with ease, Elsie Ferguson, the beautiful Artcraft star, provides several thrilling scenes in her latest photoplay, "Heart of the Wilds," which will be the main attraction at the.....theatre next..... This is one of several unusual incidents which contribute to make this picture one of the finest of its kind ever produced.

When Miss Ferguson, accompanied by Director Marshall Neilan and her supporting players went to Wyoming to produce the great out door scenes of the photoplay, it was necessary for Miss Ferguson to make a daring horseback trip in a rough country, along the edge of high cliffs and down narrow precipitous foot paths. When the westerners who provide horses for the producing outfit offered Miss Ferguson a rather tame pony, she good-naturedly declined to consider the impossible mount.

"Give a spirited animal," she said laughingly. "One that will necessitate generalship to handle."

So it came about that when the athletic actress mounted an unruly animal and with a few deft applications of her quirt brought the pony to complete subjection, expert cowpunchers marveled greatly thereat until they learned that Miss Ferguson is one of the most skilled horsewomen in the country.

Miss Ferguson has a splendid role in "Heart of the Wilds," the scenes of which are laid along the Canadian border. There are troopers, Indians and cowboys aplenty in the action. Thomas Meighan is Miss Ferguson's leading man and the support is excellent throughout.

COWBOYS GREET ELSIE FERGUSON: BANG! GO PISTOLS

Star of "Heart of the Wilds" Is Hostess at Barbecue in Wyoming

ELSIE FERGUSON, star of "Heart of the Wilds," her latest Artcraft vehicle which will be shown for the first time in this city at the.....theatre next....., was hostess to two hundred or more cowboys at a barbecue given in their honor by Director Marshall Neilan, during the filming of that photoplay at Cody, Wyo., and vicinity recently.

The appearance of the famous star caused a sensation among the residents, and she was accorded a big popular ovation. Mr. Neilan gave a barbecue at which Miss Ferguson was hostess. Speeches were called for and Miss Ferguson made an address in which she exhorted her hearers to stand firm for world democracy. At a given signal, every cowpuncher in the party, fired a salute by way of appreciation of her patriotic sentiments.

One of the cowboys, a daredevil rider, rode into the hall on his pony, "Prince," and performed many marvelous stunts which impressed Miss Ferguson so favorably that she purchased "Prince" at a fancy price and shipped the pony to New York where the popular actress will exercise the animal during her leisure hours. Miss Ferguson is a daring and expert horsewoman with few equals in this country.

"Heart of the Wilds" affords Miss Ferguson a delightful role, that of a girl living on the Canadian border who has thrilling adventures. The picture is based upon Edgar Selwyn's play "Pierre of the Plains," Miss Ferguson is excellently supported, her leading man being Thomas Meighan.

PERILOUS RIDING IN THIS PICTURE

Splendid Horsemanship Feature of "Heart of the Wilds"

FEATS of horsemanship unequalled in daring, are conspicuously ehown in "Heart of the Wilds," the new Artcraft photoplay starring Elsie Ferguson which is to be presented at the..... theatre next..... Miss Ferguson shares dare-devil riding honors with Matt Moore, who plays the role of her brother in the photoplay and who seeks to escape the Mounted Police after slaying an Indian for making an insulting remark about his sister.

Mr. Moore risked life and limb in riding down a shale cliff, the side of which was almost perpendicular. Usually a dummy is employed for such perilous feats, but Mr. Moore disdained to employ a papier mache substitute, so he made the attempt. Fortunately, he met with no mishap, but during the ordeal Director Neilan and the spectators were on tenterhooks. Miss Ferguson also rode down a steep grade without being unseated, a feat that many a practiced horsewoman might well have been excused from performing.

The story of "Heart of the Wilds" is intensely dramatic and the situations are filled with thrills and effective heart appeal. Thomas Meighan appears as leading man in Miss Ferguson's support, the cast throughout being of the best.

A Thrilling Photoplay

ELSIE FERGUSON'S new Artcraft photoplay, "Heart of the Wilds" now being displayed at the.....theatre, is filled with Indians, cowboys, Mounted Police and thrills aplenty. Thomas Meighan is leading man and the cast generally is one of supreme excellence. The heart interest of the story is manifested in every scene.

MARSHALL NEILAN EXPERT DIRECTOR

Does Excellent Work in Making of "Heart of the Wilds"

MARSHALL NEILAN, director of Elsie Ferguson's new starring vehicle, "Heart of the Wilds," which is to be shown at the.....theatre next....., is a producer with numerous picture successes to his credit. Mr. Neilan directed many of Mary Pickford's notable photoplays, and his direction of "Heart of the Wilds" has resulted in a masterly and thoroughly artistic production.

Mr. Neilan took Miss Ferguson and his entire staff of cameramen and players to Wyoming and himself selected some of the Yellowstone scenes displayed in the picture, as locations for the story. The photography by Walter Stradling, made under Mr. Neilan's direction, is said to be remarkable and pictures some of the celebrated Yellowstone Park scenery most graphically.

Miss Ferguson is seen in this picture as a Canadian girl, the daughter of a tavern keeper. Her brother kills an Indian and the dramatic developments that follow in which Miss Ferguson is the central figure, are highly interesting. "Heart of the Wilds" should be one of the season's best drawing cards at Manager.....'s playhouse. The support is excellent.

Worth While Picture

ELSIE FERGUSON'S latest starring vehicle, "Heart of the Wilds," a superb Artcraft picture now on view at the..... theatre, is in every respect a worth while photoplay. Miss Ferguson has a western portrayal of exceptional interest and its artistic merit is readily appreciated and admired by the patrons of that popular playhouse.

THOMAS MEIGHAN POPULAR PLAYER

Has Important Role in "Heart of the Wilds"

THOMAS MEIGHAN, a talented and experienced screen player, is one of the most popular leading men in motion pictures. He will be seen in Elsie Ferguson's support in "Heart of the Wilds" which will be displayed at the .....theatre next.....

Mr. Meighan has the role of Sergeant of the Canadian Mounted Police in this photoplay, and it is said to be one of the finest characterizations he has as yet done, and that is saying a great deal. When the brother of the girl he loves slays an Indian and he is sent in pursuit of the young man of whose identity he is unaware, highly thrilling situations develop in all of which Mr. Meighan's ability is displayed at its best.

With Mr. Meighan in the cast are several supporting players of prominence, these including Matt Moore, E. L. Fernandez and Sidney D'Albrook. The photoplay has been excellently produced and is proving a big drawing card in all sections of the country.

A Capable Actor

MATT MOORE, who plays the part of the brother of the heroine of "Heart of the Wilds," the new Artcraft starring vehicle for Elsie Ferguson which will be shown at the....theatre next, . is a player of many achievements. He has been identified with numerous motion picture producing companies and has played leads in many notable photoplay successes. His role in Miss Ferguson's support calls for much subtle acting, but his technique never is found lacking in adequate expression. In every respect "Heart of the Wilds" is a charming and impressive photoplay.

MAIL CAMPAIGN

For the Exploitation of "Heart of the Wilds"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

DEAR MADAM:

There are few stars of the silent drama whose popularity exceeds that enjoyed by Elsie Ferguson, the beautiful Artcraft actress. Every photoplay in which she appears is bound to attract attention and it affords us pleasure therefore, to inform you that she will be seen in her newest picture, "Heart of the Wilds," a picturization of Edgar Selwyn's famous play, "Pierre of the Plains," at our theatre next.....

This is an admirable story of the American-Canadian border and it presents Miss Ferguson for the first time in her screen career in a so-called Western picture, and it affords her a role vastly different from those which she essayed in "Barbary Sheep," "Rose of the World," "The Lie," "A Doll's House," etc. It is a remarkable photoplay in which Miss Ferguson does several riding feats that will amaze her admirers.

Miss Ferguson is an actress of genius and her characterization in this superb picture is most notable. We are convinced that you will enjoy this photoplay and that you will agree with us that it is one of the finest ever displayed at our theatre.

Trusting you will attend the opening presentation, we beg to remain,

Yours sincerely,

.....

Manager.

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

For the Exploitation of "Heart of the Wild's"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It may interest you perhaps, to learn that Miss Elsie Ferguson, the beautiful Artcraft star, will be seen in her newest photoplay, "Heart of the Wilds," at this theatre on.....

This is a splendid picture, magnificently produced and in every respect fully up to the high Artcraft standard. It will prove an artistic treat to our clientele.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that "Heart of the Wilds," the latest Artcraft photoplay starring beautiful Elsie Ferguson, will be the attraction at our theatre next.....

We assure you that this display will be one of the most notable of the season at our theatre, and we believe you will enjoy it.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that the latest photoplay, "Heart of the Wilds," starring the famous stage star, Elsie Ferguson, will be the feature of the bill at this theatre today.

We assure you that this superb picture production is in every respect one of the most artistic of the season and that if you fail to see it, you will miss a delightful treat.

Yours sincerely,

Manager _____

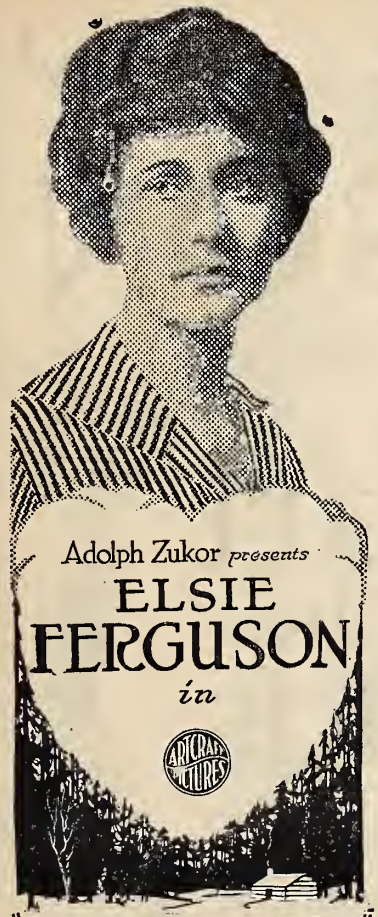
a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



"Heart of The Wilds"

An ARTCRAFT Picture

Adapted from the play "Pierre of the Plains"
by Edgar Selwyn
Scenario by Charles Maigne
Directed by Marshall Neilan

See what fearful damage a slip of the tongue can do.

HER brother had run afoul of the law in an attempt to protect her. Her sweetheart, a member of the Royal Mounted, was detailed to run him down.

That's where her tongue slipped.

A picture that'll make you *smell* the evergreen pines and *feel* the thrill of adventure.

Artcraft Theatre All Week

Beginning Monday—All Week

ARTCRAFT PICTURES

Adolph Zukor Presents

Elsie Ferguson

in

"Heart of the Wilds"

An Artcraft Picture

Adapted from the play "Pierre of the Plains"
by Edgar Selwyn
Scenario by Charles Maigne
Directed by Marshall Neilan

HER brother was at grips with the law for her sake. Her sweetheart was an arm of the "Northwest Mounted."

Neither hunter or hunted knew who the other was.

Can you imagine what happend when the hunter found his prey?

Artcraft Theatre

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

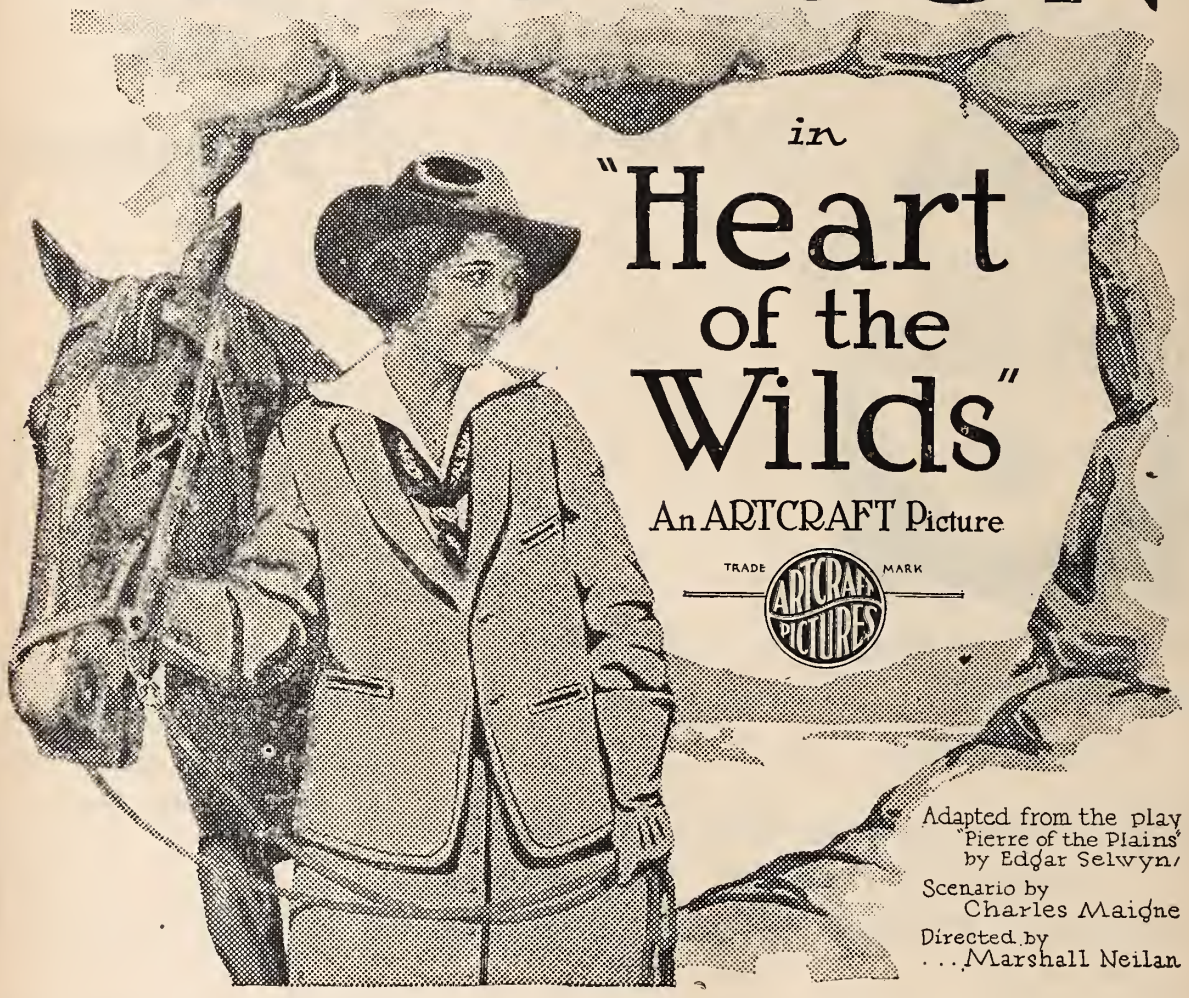
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Now! Adolph Zukor *Presents* Today!

ELSIE FERGUSON



in

"Heart of the Wilds"

An ARTCRAFT Picture

TRADE ARTCRAFT PICTURES MARK

Adapted from the play "Pierre of the Plains" by Edgar Selwyn.

Scenario by Charles Maigne

Directed by ... Marshall Neilan

HER tongue slipped at the crucial moment—when her brother was facing a noose and her sweetheart, unknowing, was about to tighten it. You can almost *smell* the evergreen pines of the Northwest in this story of the Royal Northwest Mounted Police.

ARTCRAFT THEATRE

Showing All Week

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

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Beginning Sunday—Showing All Week



Adolph Zukor *presents*

ELSIE FERGUSON

in "Heart of the Wilds"

An ARTCRAFT Picture

Adapted from the play *'Pierre of the Plains'* by Edgar Selwyn
Scenario by Charles Maigne. *Directed by* Marshall Neilan

TRADE MARK ARTCRAFT PICTURES

"A picture that shows all of the romance and all of the thrills that fill the lives of the Royal Northwest Mounted.

ARTCRAFT THEATRE

Sunday and All Week

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE HEART OF THE WILDS"

An Artcraft Picture

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1 22x28 sepia
8x10 photos of star

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Three two-column
Two three-column

Stock Cuts and Mats of Star

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Two three-column

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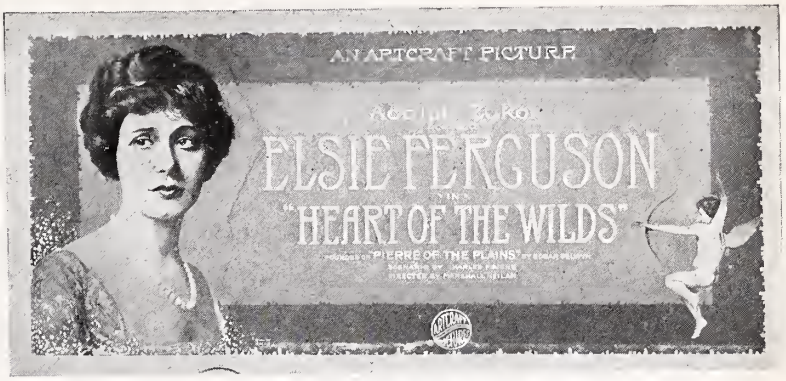
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ADVERTISING POSTERS

for

"HEART OF THE WILDS"



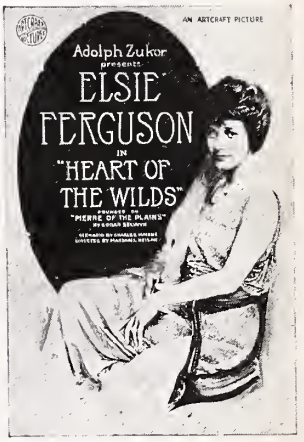
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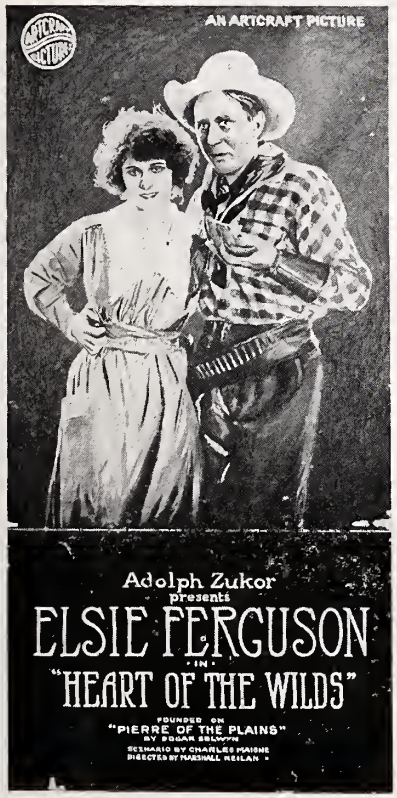
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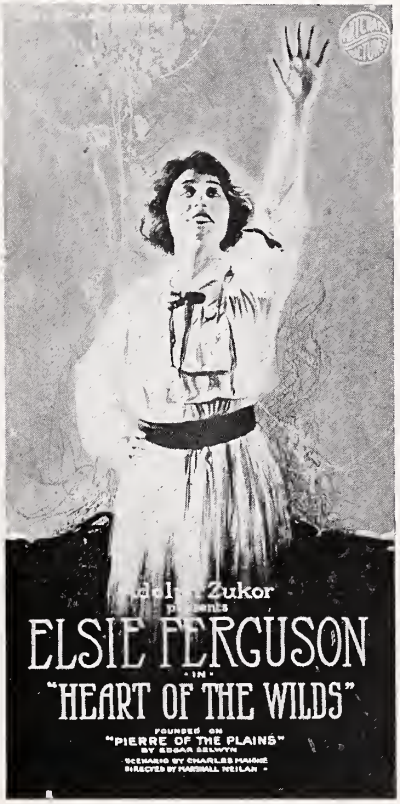
Slide



One Sheet



Three Sheet



Three Sheet



One Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

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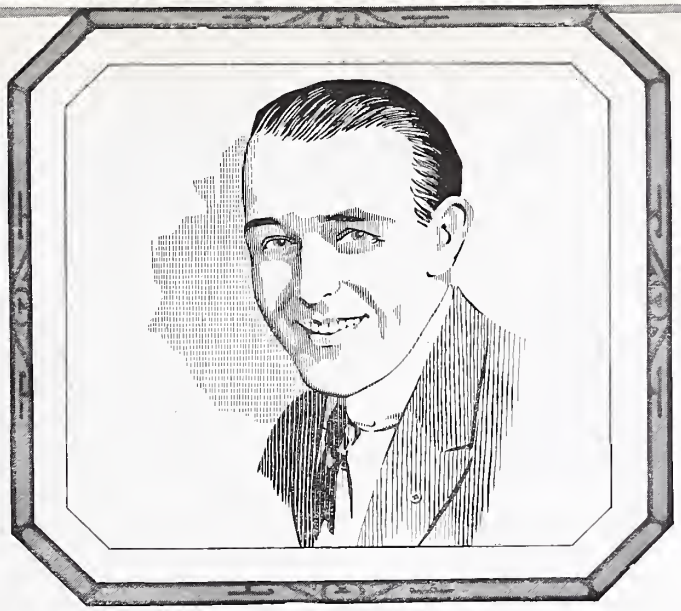
PAULINE FREDERICK.....“RESURRECTION”
ENID BENNETT.....“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL”
DOROTHY DALTON.....“THE MATING OF MARCELLA”
MARGUERITE CLARK.....“PRUNELLA”
CHARLES RAY.....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTONS.....“MISSING”
LINA CAVALIERI.....“LOVE’S CONQUEST”
VIVIAN MARTIN.....“VIVIETTE”
PAULINE FREDERICK.....“HER FINAL RECKONING”
SESSUE HAYAKAWA.....“THE BRAVEST WAY”
WALLACE REID.....“THE FIREFLY OF FRANCE”
ENID BENNETT.....“A DESERT WOOING”

MARY PICKFORD.....“M’LISS”
WM. S. HART.....“SELFISH YATES”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON.....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS.....“SAY, YOUNG FELLOW”
GEORGE M. COHAN.....“HIT THE TRAIL HOLLIDAY”

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 3

The Source

Scheduled Release Date: **1 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

Jesse L. Lasky *presents*

Wallace Reid

"in The Source"

A Paramount Picture

TRADE MARK Paramount Pictures

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

PRODUCTION CUTS AND MATS

"THE SOURCE"



WALLACE REID in "The Source"
A Paramount Picture



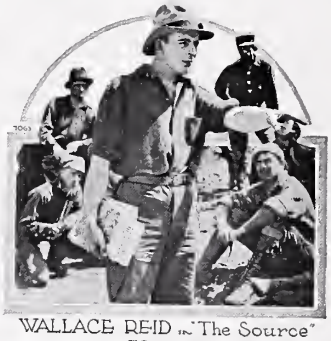
WALLACE REID in "The Source"
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WALLACE REID in "The Source"
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

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PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Interesting Notes for Exhibitors Regarding "The Source"

WALLACE REID, THE STAR

WITH each new production in which he appears, the reputation of Wallace Reid for versatility and artistry, is proportionately enhanced. What we have said before regarding Mr. Reid, we repeat—he is one of the "classiest" artists in motion pictures, and this, probably, accounts for his ever increasing popularity. Modern screen heroes who possess the personality of Mr. Reid, and whose portrayals are characterized by intelligent conception and artistic depiction, are just what the directors are searching for and in "Wally" Reid, their most sanguine expectations have been realized. No matter what character he may be called upon to portray, be it that of a mediaeval knight in armor, an officer in khaki or a lumberjack, the portrayal stands out clear and distinct, the living embodiment of the original. All who admired Mr. Reid's work in such photoplays as "Joan the Woman," "The Devil Stone," "The "Woman God Forgot," "Believe Me, Xantippe" and "The Firefly of France," may look forward with the keenest anticipation to "The Source," which presents him in a new and wholly delightful characterization, strong, virile, artistic and exhilerating. That it will be acclaimed as one of his most forceful and artistic screen portraits is as certain as the mathematical proposition that two and two make four.

THE AUTHOR

CLARENCE BUDINGTON KELLAND, author of "The Source," a novel which has won considerable popularity, is a writer of prominence whose works are in great demand. "The Source" was published serially in *The Saturday Evening Post* and is recognized as one of Mr. Kelland's strongest and finest stories.

THE SCENARIST

MONTE M. KATTERJOHN, who picturized "The Source," is a young scenario writer whose recent work has attracted much attention. In this picture, Mr. Katterjohn has done excellent work and it doubtless will rank as one of his best picturizations.

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THE DIRECTOR

WIDELY known as one of the ablest directors identified with motion pictures, George Melford's genius is displayed in every scene of "The Source." The story is highly dramatic and shows the Melford influence in the many effective bits that add to its interest and appeal. Mr. Melford was capably assisted by Claude Mitchell.

THE PHOTOGRAPHER

PAUL PERRY, who photographed the splendid scenes of "The Source," is one of the most expert cameramen in the film business. He knows every trick of the trade and his superior skill displayed in this photoplay speaks for itself.

THE SUPPORT

NO one can deny that a superior cast of players in any photoplay, is its chief charm. In this respect, "The Source" is a remarkable production, as nearly all the parts are in the hands of players of stellar magnitude. Mr. Reid's vis-a-vis is dainty Ann Little, and then comes Theodore Roberts, Raymond Hatton, Charles Ogle, James Cruze, Noah Beery, Charles West, Nina Byran and G. Butler Clonbough. Few photoplays exhibit players of this high standard, but such casts long have been a Paramount habit and they have served to place Paramount pictures first in public esteem.

THE STORY

VAN TWILLER YARD, a well born young man who becomes a derelict through drink is shanghaied in a cheap Boston lodging house and carried to a logging camp in Vermont, where he is roughly treated by a savage lumber boss. Svea Nord, a young woman, enters into his life and recognizing him as a bum, she treats him with contempt. This awakens his dormant manhood and in the hope of winning her love, he reforms. When he regains his health, he beats his brutal boss into a pulp with Svea watching him admiringly. She realizes suddenly that Yard is a man worthy of her love and when the lumber company with which he is identified has to fight the Swedish Power Company that cuts off the water supply, it is Yard who leads the attacking party. When his success, won at the risk of his life, is substantially recognized by the lumber company, Yard takes Svea to his heart, after whispering to her that his regeneration to manhood is due to her alone.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture.

WALLACE REID, ACTOR OF CLASS, IS A DERELICT IN HIS NEW PICTURE "THE SOURCE"

Popular Paramount Star's Versatility Amply Proved by Him in His Latest Vehicle Depicting Life in Logging Camp.

THE downfall of a young man of excellent family, and his subsequent reclamation as the result of the contemptuous glance of a young woman, form the basis of "The Source,' 'the newest Paramount photoplay starring Wallace Reid, which has been booked by Manager..... for presentation at the.....theatre next .....

To see Wallace Reid in a character of this description, a besotted bum, is a novelty. Mr. Reid is known as one of the classiest actors in motion pictures, a real democratic American of high ideals and aspirations. He won his fame as a motion picture star largely when playing in support of Geraldine Farrar in such plays as "Joan the Woman," "The Devil Stone" and "The Woman God Forgot." To leap from the impersonation of the leads in plays such as these, to that of the bum in "The Source," shows a wide range of versatility, but which in Mr. Reid is simply another attestation of his genius.

"I regard my role in 'The Source' as one of the most interesting to me personally, of any in which I have appeared in many months," said Mr. Reid to a reporter recently. "In this play Van Twiller Yard is shown as the degraded son of an excellent family, a black-sheep who has become a derelict through drink. He frequents cheap lodging houses and one day while intoxicated, he is shanghaied by the agents of a lumber company and carried to a lodging house in Vermont where he is cruelly abused by a savage foreman.

"Weak, sick and unable to muster up his courage, Yard submits to every indignity without resentment, until one day a young woman crosses his path carrying a heavy basket and when he offers to carry it for her, she surveys him with mixed amazement and contempt. It is then that Yard realizes the depths of degradation to which he had fallen and the resolve is born in his soul to redeem himself.

"So it happens one day when he has regained his strength he thrashes his foreman soundly and when a rival company seeks to dam the water necessary to float logs belonging to the company in which Yard is employed, he leads an attacking party and puts the rival company to rout. He is made an officer of the company, is given a large block of stock as a reward for his bravery, and finally finds happiness in the love of the young woman, whose contempt had spurred him on to his regeneration.

"This characterization is extremely interesting to me, because of its subtle shading, and I am convinced that all my friends, as well as those who like virile, strong drama in motion pictures, will find 'The Source' excellent in every way. I cannot speak too highly of the splendid work done in the picture by my co-star, Miss Ann Little, and of the direction by George Melford, not to speak of the remarkable photographic effects accomplished by Paul Perry. The support generally is of the highest class."

Mr. Reid's recent picture, "The Firefly of France," dealing with espionage and Hun plotting in this country and abroad, which was recently seen here, is meeting with great success in all parts of the country. "The Source," although of a different style of photoplay, has elements which will appeal to every American and no doubt will add materially to Mr. Reid's reputation as a painstaking, conscientious and artistic player of the highest class.

Cast and Story of "The Source"

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

WALLACE REID REAL BUM IN HIS NEW PHOTOPLAY OF THE LOGGING CAMPS

Portrays Role of Derelict Who Is Reclaimed to Manhood Through Love for Girl Who Treats Him With Disdain

"THE SOURCE"

THE CAST

Van Twiller Yard, a Logger.....Wallace Reid
Svea Nord, Daughter of Nord.....Ann Little
John Beaumont, President of a Pulp Company
Theodore Roberts
Langlois, a Lumber Foreman.....James Cruze
Nord, a Superintendent.....Noah Beery
Pop Sprowl, the Postmaster....Raymond Hatton
Holmquist .....Charles West
Sim-Sam, a Wood-Chopper.....Charles Ogle
Ruth Piggins .....Nina Byron
Ekstrom .....G. Butler Clonbough

THE STORY

ADDICTED to drink, Van Twiller Yard enters a cheap lodging house in Boston, and while under the influence of liquor he and several others are shanghaied and carried to the Green Mountain country of Vermont to be pressed into service as lumber-jacks. Awakening from his drunken stupor Yard rises and finds himself in a strange country. He goes out to breathe the Green Mountain air and is soon cowed by the brutality of Langlois, a lumber foreman, who orders him to go to work. At this moment, Svea Nord, a beautiful girl carrying a basket filled with vegetables, approaches. She is the daughter of one of the lumber company superintendents, and Yard asks to carry her basket for her. She recoils, for she never before has been addressed by a city bum, such as those who are brought to the logging camp at intervals.

She permits him, however, to carry the basket and observing the look of disgust in her eyes, Yard determines to win her respect. He goes to work and for several days is a wreck. While his fellow bums desert, he remains at his post so that he may some day change the look of disgust on Svea Nord's face to one of admiration if not love.

Langlois bullies Yard before the girl and knocks him down. Yard resents this treatment volubly, but does not retaliate in kind. Svea looks at him in disgust and vanishes as he creeps off alone to hide his shame. Yard is befriended by Sim-Sam, a muscular wood-chopper, and two months later he regains his physical strength and much of his self-respect. Svea now takes an interest in him, and one day when Langlois starts to make trouble among the lumber-jacks, Yard beats the big boss to ribbons.

Big Jim Beaumont, head of a Pulp Company, who represents independent interests, which a rival concern is seeking to crush, offers Yard a job which gives him authority over Svea's father. Svea's father is bribed by the Swedish Power Company, then things go wrong and Yard has to quell a mutiny with an axe. Nord, on learning that he has been supplanted by Yard, blackens the latter's reputation in the eyes of his daughter. Then comes the time when the wood-pulp is to be floated down to the railroad. There is no water as the Swedish Power Company's dam holds it all back. Yard and his men start for the dam, which is held by Langlois, who has deserted to the enemy, and a large force of men.

Svea learns that Langlois has planted dynamite in the path of the attackers, and she hurries after Yard. A terrific battle ensues in the dam, led by Yard and Langlois, and Yard and his men overwhelm Langlois' force and release the water. Yard's success prompts Beaumont to make him treasurer of the company and give him $100,000 worth of stock. Yard takes Svea in his arms and tells her that it was she who inspired him from the start and made his success possible.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of "The Source," A Paramount Picture.

WALLACE REID'S NEWEST PHOTOPLAY "THE SOURCE" IS FAVORABLY RECEIVED

Strong, Vigorous Characterization of "Come-back" by Paramount Star Is Artistic While Support Is Unusually Excellent

SELDOM has a more vigorously human picture been seen anywhere than "The Source," the new Paramount photoplay starring Wallace Reid, which was presented at the..... theatre with marked success yesterday. Its theme is the splendor of courage roused in a man where it has long been dormant,, leading him to wage the great fight to win his way back to respect in the eyes of a woman. It is a look from this woman which ignites the spark of courage in the first place.

Mr. Reid reveals qualities of acting in the leading part of Van Twiller Yard that make his work clean cut and highly dramatic. Ann Little as Svea Nord, the woman, is equally excellent.

The story first reveals Yard as a city bum in a cheap Boston lodging house. He is shanghaied to the Green Mountain country of Vermont, where he is put to work as a lumberjack. He is a wreck of a man, sodden with drink. Then the woman, Svea Nord, comes by and at her look of disgust Yard realizes how low he has sunk.

He is put to work by a savage lumber boss and the toil almost kills him. His fellow bums run away, but the memory of the woman's look holds Yard to his task. He must change that look of disgust he saw in her eyes. The lumber boss brings matters to a head when he beats up Yard while Svea watches and wonders why Yard does not defend himself.

Two months later Yard has regained his strength and courage. Then he again comes to blows with the lumber boss while Svea looks on, and tears the boss to ribbons with his fist. Svea's interest in him grows to love and when the lumber company has to fight the Swedish power company that cuts off the water supply, it is Yard who leads the attacking party. When his services are recognized by the company he returns to Svea, a successful young business man, to tell her of his love for her and of the important part she has played in the rebuilding of his manhood.

There is the feeling of the great outdoors in this splendid picture, and its appeal has the directness and simplicity of a great story. Too much praise cannot be given Wallace Reid for his excellent work as Van Twiller Yard. The "come-back" of the well born man who has slipped down among the dregs of humanity through drink is graphically staged amid surroundings that accentuate the fierceness of the struggle and the completeness of the victory. Ann Little's Svea Nord is a beautifully shaded characterization, for Svea passes through changes too, as she falls in love with Yard, and her staunch belief in him is well brought out in Miss Little's acting.

Raymond Hatton contributes a character portrait that belongs with his best work in his portrayal of Pop Sprowl, who is the village postmaster and who also "runs the Government"—so he thinks. Theodore Roberts is seen as Big John Beaumont, the lumber king, a character which he is eminently fitted to portray. As for James Cruze, he comes into his own with his acting of the role of Langlois, the French lumber boss. Charles Ogle plays the important role of Sim-Sam and Noah Beery is excellent as Svea's father. Others who appear to advantage are Nina Byron, G. Butler Clonbough and Charles West.

George Melford was just the man to direct "The Source" and he has given it the benefit of all his skill in handling a strong story with highly dramatic situations. There is a great deal of beauty in the story, too, beauty in the charm of Svea, in the development of Yard's character, and in the splendid photography that Paul Perry has given us in shooting the scenes among the forests of Vermont. Monte M. Katterjohn, who wrote the scenario, has done his work well in picturizing this epic of the tree country from the novel by Clarence Budington Kelland.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

PARAMOUNT THEATRE

Monument Square — Continuous 11-11

He Thought Himself a Gentleman Again

FORGETTING that he was a "tramp," when he saw the girl struggling with her heavy load, he offered to relieve her.

That glance of contempt brought him back to earth!

But it did more! It brought to his throat a lump; to his mind a vision of other days; and to his heart an intense longing.

See his regeneration in "The Source", today.

Jesse L. Lasky *presents*

Wallace Reid *in* "The Source"



OUR ad-cuts are made with the 55-line screen, the only screen that will print and look well on any kind of newspaper. If you want the very best results, furnish your paper with electros rather than mats.

Jesse L. Lasky *presents*

WALLACE REID



in "The Source"

By Clarence Budington KELLAND
Scenario by Monte M. Katterjohn
Directed by George H. Melford
A Paramount Picture

HE was of the genus Bum. He realized it and it hurt when he saw the girl eye him with contempt. But that look made him find himself and he made the same girl fall in love with him.

Paramount Theatre

On Monument Square
Continuous 11-11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c. including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY" in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T H THEATRE BROADWAY AND 77TH STREET
awa. "Honor of His House."
In "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
St. to 125th St.

ROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 76 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME".
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
nsks and Faces."

EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
DUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 162D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
ANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
fiscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
fiscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
DMAS. "Betty Takes a Hand"

Thursday — to — Sunday

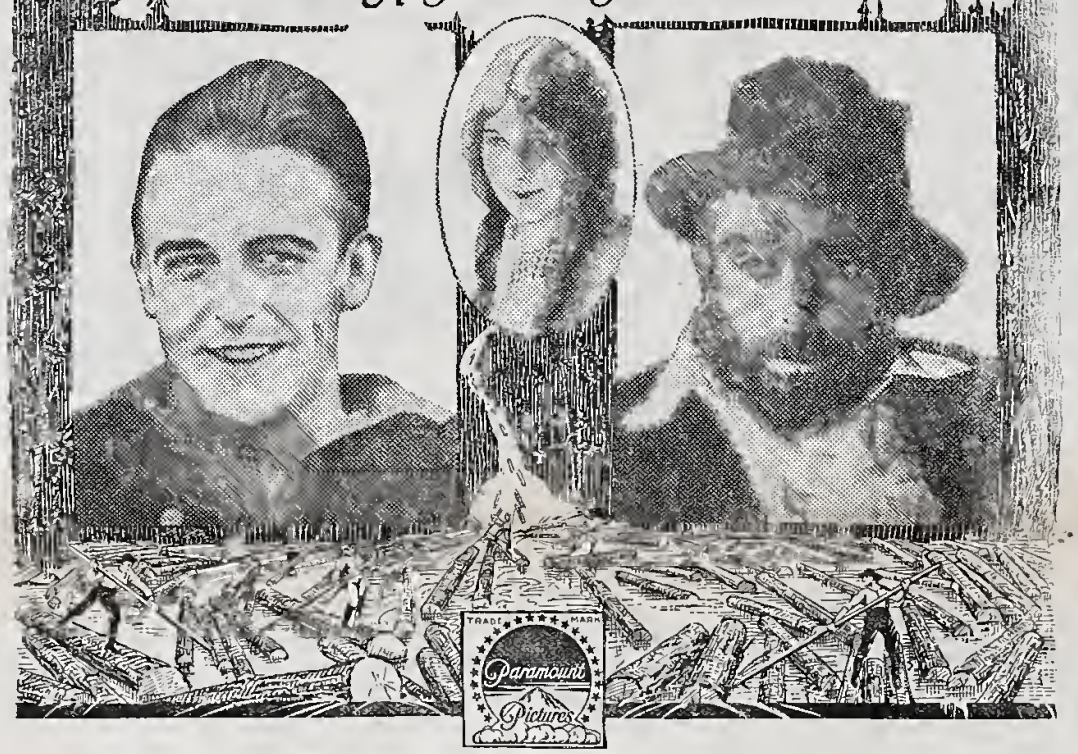
Jesse L. Lasky *presents*

Wallace Reid

"The Source"

in

A Paramount Picture



BY CLARENCE BUDINGTON KELLAND

Scenario by Monte M. Katterjohn . . *Directed by* George H. Melford

A Woman Brought Him New Life

HER eyes drifted over his ragged, neglected clothes; they lifted to his unclean face covered with its week-old beard.

His eyes met hers and he knew she loathed him.

Yet, before many months she loved him, because the look in her eyes had given the Knight of the Road a new grip on life, and he had found himself.

PARAMOUNT

THEATRE

Monument Square — — Continuous 11—11

UP AND DOWN BROADWAY

In and Out *of the*

BELOW 14TH

NEW STAND EAST B & MARK
Mrs. Vernon Castle, "Hillcrest Myste
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 13 & 3d
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Theat
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH ST
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Cli
DOROTHY DALTON in "
Mack Sennett Comedy, "If Pa

PALACE 133 E.
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasur

WACO 118 Riv
Elsie Ferguson, "The S

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

FOREST HILL
"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKEN

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA in "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa Cont. 1
"The Kaiser—The Beast

HALSEY THEATRE Hal Con
Henry B. Walthall in "Hundr
USUAL VAUDEVIL

IMPERIAL THEA. Halsey & Cont. 1
Margery Wilson in "Flames

Ridgewood Sect

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Source," A Paramount Picture

WALLACE REID HAS GREAT ROLE IN HIS NEWEST PHOTOPLAY

Paramount Star Seen as Derelict Who Is Redeemed Through Love for Noble Girl

WALLACE REID has one of the best parts of his career in Van Twiller Yard, the young man who comes back, in "The Source," the latest Paramount Picture in which he is starred and which will be shown at the .....theatre next..... The role affords an interesting study in psychology, but the development of the man, far from being morbid, always shows the upward trend, and the optimistic and cheerful note is sounded throughout the picture.

Yard is a drunken loafer who is shanghaied and carried to a logging camp in Vermont. He is cruelly treated by a savage foreman, and he offers no resistance until Svea Nord casts a contemptuous glance at him in reward for his cowardice. He then resolves to reform and once the fumes of liquor have left him, his strength and courage return with highly dramatic results. How he succeeds in transforming this girl's contempt to love is told in a series of thrilling scenes.

The picture has many dramatic moments and the support is of the best. Dainty Ann Little appears as the girl and other players in the cast are Theodore Roberts, James Cruze, Raymond Hatton, Charles Ogle, G. Butler Clonbough, Noah Beery, Charles West and Nina Byron.

"THE SOURCE" SHOWS WOMEN LOVE BRAVE MEN: HATE COWARDS

Photoplay Provides Wallace Reid With Excellent Role of Man Who Regains Himself

THE theory that women love brave men and scorn cowards is brought out vividly in "The Source," Wallace Reid's latest Paramount Picture. Mr. Reid portrays the role of Van Twiller Yard, a well-born young man, who has sunk low through indulgence in liquor and who is shanghaied to a Vermont lumber camp. A Swedish girl, Svea Nord, becomes interested in him, but a lumber boss who wants to make a hit with the girl beats him up cruelly.

She is at first astonished, then scornful, when Yard proves too much of a coward to defend himself. But she does not realize that Yard's cowardice springs from physical weakness and too much liquor. Two months later he has redeemed himself and again comes to blows with the lumber boss, while the girl looks on. But this time he does up the boss in great shape.

Wallace Reid scores in the role of Van Twiller Yard and Ann Little is excellent as Svea Nord. James Cruze is Langlois, the lumber. The picture, which will be shown at the.....theatre next ....., was directed by George Melford.

Kelland Noted Novelist

CLARENCE BUDINGTON KELLAND, who wrote "The Source," Wallace Reid's new picture, which is on view at the.....theatre, is an American novelist of note, and "The Source" stands as one of his strongest and finest stories. It ran as a serial in the Saturday Evening Post, and later as a book it enjoyed a large sale.

ANN LITTLE HAS CHARMING ROLE IN "THE SOURCE"

Talented Paramount Actress Seen as Swedish Girl in Wallace Reid's New Photoplay

DAINTY Ann Little, the co-star of Wallace Reid in many Paramount pictures, has a charming role, that of a Swedish girl in a logging camp, in "The Source," Mr. Reid's latest Paramount photoplay, which will be shown at the .....theatre next.....

Miss Little always is an excellent actress and as Svea Nord in this picture, she does some of the best work of her screen career. She meets Van Twiller Yard, a derelict through drink, and when he submits to degrading punishment at the hands of a savage boss without offering resistance, she treats him with scorn. She displays the girl's staunch character vividly as she watches the metamorphosis of Yard from the wreck of a man to a strong, vigorous, whole-souled chap, whose manliness finally wins her love.

Both Mr. Reid and Miss Little are finely supported in this splendid photoproduction. The photoplay was directed by George Melford and it promises to be one of the finest of Mr. Reid's repertoire of picture successes.

An Excellent Cast

THE excellent cast which supports Wallace Reid in "The Source," now being shown at the .....theatre, includes some of the cleverest players in motion pictures. Ann Little plays the leading feminine role, and Theodore Roberts, Raymond Hatton, James Cruze, and Noah Beery all have important character parts. Others who appear to advantage are Nina Byron, Charles Ogle, Gustav Seyffertitz, and Charles West.

IDEAL ROLE FOR WALLACE REID

Is Well Cast as a Bum in His New Picture, "The Source"

IN an outdoor play, with the big timber country for a canvas and with the lives of the lumberjacks for atmosphere, Wallace Reid, the ever popular Paramount star, is ideally cast. This is exceptionally the case in "The Source," his latest starring vehicle, which will be displayed at the.....theatre next .....

The principal situation of this vigorous photoplay involves the reformation of a man who is addicted to drink and who through the influence of a woman and the bigness of the outdoor life, comes back with a vengeance. This sort of character is one of the red-blooded kind in which Mr. Reid invariably appears to signal advantage and there is little doubt that his admirers will find his new characterization one of the best of his screen career.

Mr. Reid is charmingly supported by Ann Little, as the girl, Theodore Roberts, Raymond Hatton, James Cruze and others. The picture was directed by George Melford and the story is based upon the successful novel of Clarence Budington Kelland.

Believes in Fitness

WALLACE REID believes in fitness in the pictures. In "The Source," his latest Paramount picture, which will be shown at the.....theatre next .....,.. he plays the part of a city bum, who is shanghaied to the Green Mountain lumber country, where he stages a dramatic come-back. The part calls for several physical struggles, and as Wallace wanted to be in splendid shape so as to give a good account of himself, he prepared for the part just as a boxer prepares for a ring battle. The result is some virile, man-size fights that do Wallace great credit.

ADMIRERS WRITE TO WALLACE REID

They Express Admiration for Acting of Paramount Star

DURING the filming of "The Source," Wallace Reid's latest starring vehicle, which will be shown at the .....theatre next ....., Mr. Reid received many letters of commendation from admirers on the West Coast. One of these, which is typical of the others, follows:

"Last evening I saw you play in 'Rimrock Jones,' and as we were coming out of the Paramount House, an elderly gentleman commenced talking about you and said, 'He certainly is a splendid young man, but he will fight at the drop of a hat. I admire him for it, though.' Everyone likes your pictures and the houses are always crowded when you appear."

These film fans and others who like to see Wallace in strenuous roles will be delighted by his splendid work in "The Source." He has three fights in that, and he gives a good account of himself in all of them.

Cruze Master Villian

JAMES CRUZE gives us a master villian type in the person of Langlois, the fierce and cruel lumber boss whom he impersonates in "The Source," the latest Paramount picture in which Wallace Reid is starred and which will be shown at the..... theatre next....., Cruze is especially well suited to play the part, for he is a character actor of much skill and long experience, and he can grow a bristling beard in a week that makes him look villianous without much make-up. Outside of the pictures Jimmy is as gentle as the well known lamb, which is generally the way with character villains.

FAMOUS PLAYERS IN "THE SOURCE"

Noted Stars Appear in Support of Wallace Reid

IT is seldom that so many players of note are grouped in the cast of any photoplay as appear in Wallace Reid's support in "The Source," his newest Paramount picture which will be shown at the .....theatre next..... The players are headed by charming Ann Little, the co-star of Mr. Reid in many photoplays, and who has a delightful part in this splendid screen story.

Among the supporting players who are widely known are Theodore Roberts, James Cruze, Noah Beery, Raymond Hatton, Charles West, Charles Ogle, Nina Byron and G. Butler Clonbough. It is needless to add that every member of this cast contributes to make "The Source" one of the best screen productions depicting life in the great woods, ever presented to the motion picture loving public.

Melford Fine Director

THE fine directorial hand of George Melford stands out in the admirable work done in making "The Source," the latest Paramount picture starring Wallace Reid. The story is highly dramatic and shows the Melford influence in the many effective little bits that add to its human appeal. Some splendid shots of the Vermont forests, of the breaking dam, and the mighty rush of waters through the lumber country were obtained under Mr. Melford's direction. Mr. Melford was assisted by Claude Mitchell. The picture will be the main feature at the .....theatre next..... and record crowds are looked for.

Excellent Photoplay

PAUL PERRY, expert cameraman, has done excellent work in photographing the splendid outdoor scenes showing the lumber country of Vermont in "The Source," Wallace Reid's latest Paramount picture which will be shown at the.....theatre next ..... Several of the panoramic scenes which show the lumber camp crowded with men pouring in from the forests at sunset are wonderfully well done. The shafts of lights coming through the trees and the myriad figures of the men blend into a beautiful picture. The scenes showing the breaking dam and the immense volumes of water rushing through the forests were skillfully photographed by Mr. Perry, who risked his life to film the rushing waters at close range.

Hatton Talented Star

RAYMOND HATTON is one of the best known character actors in the country and in "The Source," the latest Paramount Picture, starring Wallace Reid, which will be shown at the .....theatre next..... he is seen as a lovable, eccentric little country postmaster, who has an eye on everything and who "runs the Gov'ment" on the side. In order to keep himself thoroughly informed as to the happenings in the lumber camp he has a long telescope which he uses to advantage. When the telescope suddenly breaks, the old man is thoroughly miserable and he does not become his old self until the telescope is mended and he is able to secure long distance close-ups on the camp happenings once more.

Capable Scenarist

MONTE M. KATTERJOHN, who picturized "The Source," the latest Paramount picture starring Wallace Reid, which is being shown at the.....theatre this week, is a young scenario writer who has done excellent work lately. "The Source" is splendidly constructed and doubtless will rank as one of his best stories.

Roberts Famous Actor

THEODORE ROBERTS is famous for his many portrayals of the strong men of fiction. In "The Source," Wallace Reid's latest Paramount picture, which will be shown at the..... theatre next....., he gives a tremendously vigorous characterization of Big John Beaumont, a patriotic, weather-beaten old lumber man, who is the head of a company that is trying to buck strong foreign interests.



MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Source"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

DEAR MADAM:

We are delighted to announce that Wallace Reid, one of the most popular screen stars in the country, will appear in his latest Paramount photoplay "The Source," at our theatre next.....

This is an exceptional photoplay, a picturization of Clarence Budington Kelland's great serial published in the "Saturday Evening Post." It was directed by George Melford, which is a guarantee of its excellence as a picture.

The story deals with the adventures of a young man of fine family who is a victim of drink and who is carried while drunk to a logging camp in Vermont, where he redeems himself through love for a girl who treats him with scorn because she believes him to be a coward. How he wins the love of this girl is told in a series of unusually thrilling scenes.

We assure you that this picture is one of superior merit and that all of our patrons will find it delightful. We will be pleased to show you every courtesy should you find it convenient to attend its display at our theatre.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Source"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

You will doubtless be pleased to learn that "The Source," the new Paramount picture starring Wallace Reid, will be shown at our theatre next..... This is an admirable photoplay, depicting life in the logging camps, and in every respect it is one of the most notable pictures of the season.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

There are few screen stars who enjoy the popularity of Wallace Reid, whose latest Paramount photoplay, "The Source," featuring dainty Ann Little, will be displayed at our theatre on .....next.

This is a photoplay of the highest merit and will please all our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The Source," a splendid Paramount picture starring Wallace Reid and featuring Ann Little, will be presented at our theatre today (.....). The story of this picture is dramatic, and every scene is filled with thrills. We will be pleased to welcome you during its display at our playhouse.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE SOURCE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS AND SLIDE
FOR
WALLACE REID in "THE SOURCE"

Always obtainable at your Exchange



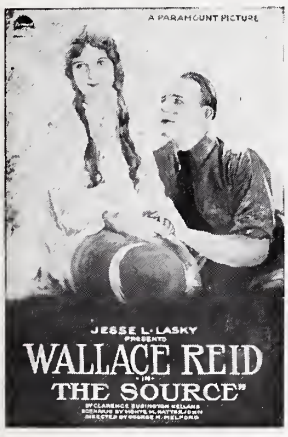
Three Sheet

SLIDE

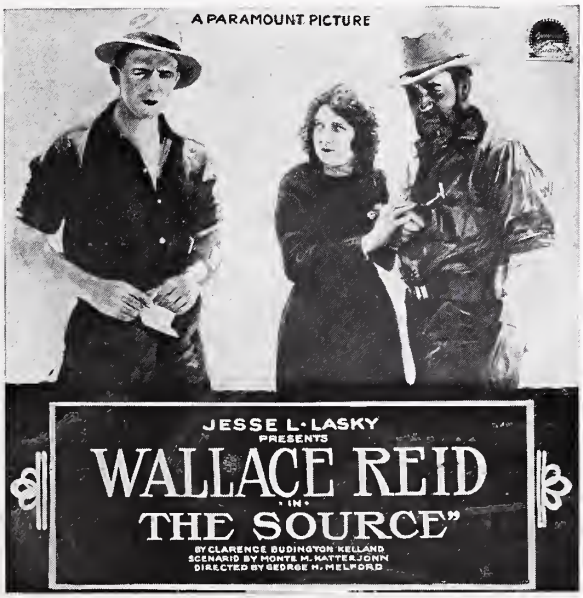




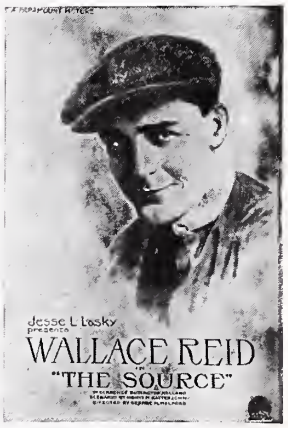
Three Sheet



One Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

PAULINE FREDERICK ..... "RESURRECTION"
ENID BENNETT..... "THE BIGGEST SHOW ON EARTH"
SESSUE HAYAKAWA..... "THE WHITE MAN'S LAW"
JACK PICKFORD ..... "MILE-A-MINUTE KENDALL"
DOROTHY DALTON..... "THE MATING OF MARCELLA"
MARGUERITE CLARK ..... "PRUNELLA"
CHARLES RAY ..... "HIS OWN HOME TOWN"
WALLACE REID ..... "BELIEVE ME, XANTIPPE"
BLACKTON'S ..... "MISSING"
LINA CAVALIERI ..... "LOVE'S CONQUEST"
VIVIAN MARTIN ..... "VIVETTE"
PAULINE FREDERICK ..... "HER FINAL RECKONING"
SESSUE HAYAKAWA ..... "THE BRAVEST WAY"
WALLACE REID ..... "THE FIREFLY OF FRANCE"
ENID BENNETT ..... "A DESERT WOOING"

MARY PICKFORD ..... "M'LISS"
WM. S. HART..... "SELFISH YATES"
DOUGLAS FAIRBANKS..... "MR. FIX-IT"
CECIL B. DE MILLE'S ..... "OLD WIVES FOR NEW"
ELSIE FERGUSON ..... "A DOLL'S HOUSE"
DOUGLAS FAIRBANKS ..... "SAY, YOUNG FELLOW"
GEORGE M. COHAN..... "HIT THE TRAIL, HOLLIDAY"

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 4

The Girl Who Came Back

Scheduled Release Date: **8 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

ETHEL CLAYTON

in

"The Girl Who Came Back"

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

STOCK PRODUCTION CUTS AND MATS

ETHEL CLAYTON in "THE GIRL WHO CAME BACK"



'Tell me! tell me his name!' 7080

ETHEL CLAYTON in "The Girl Who Came Back"
A Paramount Picture



In the dead of night.

ETHEL CLAYTON in "The Girl Who Came Back"
A Paramount Picture



'What more can I say to convince you?'

ETHEL CLAYTON in "The Girl Who Came Back"
A Paramount Picture



'I'm through - I'm through forever!'

ETHEL CLAYTON in "The Girl Who Came Back"
A Paramount Picture



'Do you realize what such a life leads to?'

ETHEL CLAYTON in "The Girl Who Came Back"
A Paramount Picture



ETHEL CLAYTON
in "The Girl Who Came Back"
A Paramount Picture



ETHEL CLAYTON
in "The Girl Who Came Back"
A Paramount Picture



ETHEL CLAYTON
in "The Girl Who Came Back"
A Paramount Picture



ETHEL CLAYTON
in "The Girl Who Came Back"
A Paramount Picture



ETHEL CLAYTON
in "The Girl Who Came Back"
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

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Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

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PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Pertinent Notes on Ethel Clayton and "The Girl Who Came Back"

ETHEL CLAYTON, STAR

ALTHOUGH familiar to screen patrons throughout the country, Ethel Clayton is new to Paramount audiences, but her ability displayed in "The Girl Who Came Back," her first Paramount starring vehicle, promises to make her a most notable addition to the galaxy of Paramount stars. Miss Clayton was born in Illinois, educated in Chicago and has had a diversified stage and screen experience. She has beauty, a graceful figure, ingenuous sweetness of manner and that charming personality which is so great an asset on the screen. Above these qualifications which, it must be admitted, go far toward success in the silent drama, she has native talents as an actress, not usually found in aspirants for cinema fame. In her initial picture, Miss Clayton portrays the role of the daughter of a thief who reforms through the power of gratitude and love, and its artistic requirements have taxed her genius to the utmost, though with the most pleasing results. That Miss Clayton is a decided acquisition to the Paramount forces is generally admitted and that she will prove a delight to motion picture theatregoers before many of her pictures are released, is a safe prediction.

ROBERT G. VIGNOLA, DIRECTOR

WIDELY known for his splendid directorial accomplishments, Robert G. Vignola directed Miss Clayton in her first Paramount picture. Mr. Vignola directed many of Pauline Frederick's photoplays and he has accomplished some marvellous results in picture making. As a director, he combines an artistic sense with extensive technical knowledge and an execution that is ideal. Personally, Mr. Vignola ia a hale-fellow-well-met and he is quite popular with the actors over whom he exercises his authority with discretion and good taste.

THE SCENARIST

BEULAH MARIE DIX, who adapted "The Girl Who Came Back" from the play "Leah Kleschna," is a prolific and accomplished photoplaywright with numerous picture successes to her credit. She wrote the scenario of "Hidden Pearls," one of Sessue Hayakawa's recent successes, and "The Ghost House" in which Jack Pickford and Louise Huff made a big hit. Both photoplays received unstinted praise, but it is said that her skill and genius are better displayed in "The Girl Who Came Back" than in any of her recent picture subjects.

C. M. S. McCLELLAN, AUTHOR

THE late C. M. S. McClellan, author of "Leah Kleschna," the famous play which has been picturized for Paramount, was until his death nearly two years ago, one of the foremost playwrights in the country. He was author of "The Belle of New York," "The Pink Lady" and other musical comedies for which he wrote the librettos. His play "Leah Kleschna," was produced at the Manhattan Theatre, New York, in 1905 and scored a decided success, Mrs. Fiske appearing in the title role.

A DRAMATIC STORY

LOIS HARTNER, the daughter of a thief, and herself a "salamander" employed by her father in his burglarious operations, is saved from death by drowning in a shipwreck by George Bayard, a State Senator and social reformer, of whose identity she is ignorant, but whom she loves secretly. Her father plans to rob Bayard's home, where jewels of great value are stored, and Lois is charged with the duty of obtaining working data regarding the gems from Ralph Burton, the scapegrace son of Governor Burton whose sister Dorothy, is to become Bayard's bride. Unware that Bayard is the man she loves because he saved her life, Lois goes reluctantly to the Bayard home with her father and a confederate. While she is opening the safe where the diamonds are concealed, Bayard surprises her. She instantly recognizes him as the preserver of her life and when he talks gently to her, her dormant sense of good is awakened and she resolves to reform. The diamonds are stolen by Ralph Burton and suspicion rests upon Lois for a time. Dorothy becomes jealous of Lois and breaks off her engagement to Bayard. Determined to quit her father and the life she is leading, Lois goes to tell her father goodby when Ralph insists that she is to go with him. She escapes by means of a fire escape and goes West where she finds employment on a farm. Bayard ultimately learns of her whereabouts from Lois' former confederate, rejoins her and makes her his wife. The photoplay is filled with dramatic situations which hold the attention as by a spell to the final scene, and should prove a great attraction.

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Paper and Slides
Back Cover—
Latest Releases.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original and Exclusive Story on Ethel Clayton or "The Girl Who Came Back"

A Paramount Picture

Ethel Clayton, New Star in Paramount Pictures Is An Actress of Beauty, Charm and Accomplishments.

Will Soon Be Seen as Thief in Her First Absorbing Photoplay, "The Girl Who Came Back"

ACCORDING to a recent announcement by the Famous Players-Lasky Corporation, Ethel Clayton, the popular motion picture star who has become one of the most accomplished emotional actresses connected with the screen, has signed a contract to make a series of star productions to be distributed by Paramount. Miss Clayton's first picture "The Girl Who Came Back" is scheduled for presentation at the.....theatre on .....next.

Miss Clayton, though young, is a pioneer screen player. She graduated from the stage to the screen during the period of the cinema's evolution. When Henry B. Harris was in the height of his dramatic triumph, Ethel Clayton was creating her first impression as a dramatic actress in "The Lion and the Mouse."

Later Mr. Harris assigned Miss Clayton to the principal role opposite Wallace Eddinger in "The Making of Bobby Burnitt," in which she scored an emphatic personal success. When "The Country Boy" was produced, she was taken from the cast of "Bobby Burnitt" by Mr. Harris and given one of the most important roles in this play, which proved to be one of the biggest hits of the season.

It was while Miss Clayton was playing in "The Country Boy" that she attracted the attention of the film producers and a short while after that play completed its New York engagement, Miss Clayton made her appearance in the first three reel production ever made, entitled "When the Earth Trembled," which sold to a greater extent in point of prints used, than any subject of similar length since its creation. It was made by the old Lubin company and is still being widely shown at the present writing in South America and Japan.

Miss Clayton appeared in sixteen features during the three years with Lubin, the more important ones of which include "The Lion and the Mouse," "The Gamblers," "The House Next Door," "The Fortune Hunter" and "The Wolf." The two plays which served to bring out Miss Clayton as a star of real merit were "The Great Divide" and "Dollars and the Woman," the latter having been directed by her late husband, Joseph Kaufman, who became prominent as a producer of Paramount and Artcraft hits.

William A. Brady then engaged Miss Clayton for the leading role in his stage play of "The Brute," but Miss Clayton preferred the silent to the spoken drama and returned to motion pictures. Since then she has played in many well known photoplays with increasing success and today she is one of the most popular artists connected with the motion picture field. Her work under the Paramount banner will be along the lines of emotional domestic stories to be produced in keeping with the high standard of Paramount pictures and exhibited in the very best theatres of the country.

Miss Clayton is an actress with beauty, experience, high intelligence and dramatic emotional power of the first order. She enters into her work with a thoroughness that is conducive to the most excellent results. At no time is she inclined to regard her art lightly and as a result the acting by which she achieves the representations of the roles chosen for her is invariably characterized by a verisimilitude that is intensely compelling.

Born in Champagne, Ill. Miss Clayton was educated in Chicago. She has that wonderful red-gold hair artists and writers rave over and eyes that are sea blue; a graceful figure, an ingenuous sweetness of manner and that charm of personality which is so great an asset on the screen. It is worthy of note that she played "Leah Kleschna" from which her first Paramount picture was taken, with the Frawley Stock Company in San Francisco, shortly after the fire.

Miss Clayton went to California oddly enough, in a limousine. She is delighted with the West and with her first part. "Only," she said, smilingly, the other day, "someday, I'll play the part of a thief who doesn't reform, at least not till the very end."

That Ethel Clayton is a decided acquisition to the Paramount forces is admitted by all who know her sterling worth and her artistry in motion pictures.

CAST AND STORY OF "THE GIRL WHO CAME BACK"

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

DAUGHTER OF A THIEF IS ROLE OF ETHEL CLAYTON IN "THE GIRL WHO CAME BACK"

Beautiful Paramount Star in Story Tires of Criminal Environment, Reforms and Finds Happiness

"THE GIRL WHO CAME BACK"

THE CAST

Lois Hartner, a Thief . . . . . **Ethel Clayton**
State Senator George Bayard . . . . . **Elliott Dexter**
Michael Hartner, Lois' Father . **Theodore Roberts**
Governor Burton . . . . . **James Neill**
Ralph Burton, his Wayward Son . . . **Charles West**
Dorothy Burton, Ralph's Sister . . **Marcia Manon**
Doyle, a Crook . . . . . **Jack Brammall**
Mrs. Walters . . . . . **Jane Wolff**
Butler at Bayard's . . . . . **John McKinnon**
Maid at Burton's . . . . . **Pansy Perry**

THE STORY

LOIS HARTNER, a beautiful girl, is the daughter of Michael Hartner, a thief and she has been reared to feel pride in her criminal profession. She is rescued from drowning after a shipwreck by George Bayard, and without learning his identity, Lois falls in love with the man who saved her life. Since that experience she has become "different," a circumstance observed with solicitude by her father and Doyle, his confederate.

Hartner determines to steal the famous Bayard jewels which Bayard designs to give to his bride, Dorothy Burton, on their wedding day. Hartner employs Ralph, the degenerate son of Governor Burton, to provide him with information regarding the wherabouts of the gems and to that end, he sends Lois to wheedle the information out of Ralph, a mission she accepts reluctantly, now that the germ of reformation has entered her soul.

Lois accomplishes her mission and after Hartner has prepared his alibi, he goes to the Bayard home, accompanied by Lois and Doyle. Lois enters the place while the others stand on watch outside. She is working at the safe when Bayard enters and surprises her. She recognizes him as the preserver of her life and becomes repentant. Bayard talks to her and she promises to reform. Ralph appears, his object being to borrow money from Bayard, and he is thunderstruck at Lois' admission that she is a thief and had used him as a tool. While Bayard ushers Lois to the door, Ralph steals the jewels and makes his escape.

Determined to relinguish her old associations, Lois takes refuge in the home of a woman friend. The disappearance of the Bayard gems caused a stir and Governor Burton, on hearing the story of his son regarding Lois, insists upon her arrest. Bayard protests, for he is convinced of the girl's innocence, and strongly suspects Ralph. Lois decides to see the game through and virtually incriminates herself in a spirit of self sacrifice when she is confronted by Bayard and Ralph. Dorothy, who is jealous and misconstrues Bayard's motive in calling upon Lois, breaks off her engagement with him.

Lois is firmly resolved to reform and she goes to her father's house to bid him farewell. She finds Ralph there bartering with Hartner, he affirming he has the jewels and will give them to Hartner if he will prevail upon Lois to leave town with him. Hartner agrees, but Lois refuses her assent. She threatens to shoot herself if they persist and as they argue, she flees down a fire escape and successfully eludes her pursuers. Lois goes to the country where she finds employment on a farm.

The girl's whereabouts is revealed to Bayard by Doyle months later and realizing that he loves Lois, Bayard goes in search of her in the West. He finds her a reformed woman and both win happiness in their mutual love.

PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Showing of "The Girl Who Came Back," A Paramount Picture

"THE GIRL WHO CAME BACK" CHARMING PHOTOPLAY WITH ETHEL CLAYTON AS THE STAR

Talented Paramount Player Portrays Role of Thief Who Reforms With Discretion and Intelligence

THIRTEEN years ago, the C. M. S. McClellan play, "Leah Kleschna" aroused public comment in no small degree by reason of its remarkable treatment of a difficult situation and the splendid realism with which the characters were drawn. As a Paramount motion picture, under the title of "The Girl Who Came Back" it was presented with marked success at the..... theatre yesterday with beautiful Ethel Clayton as the star. That it seems destined to again create for itself an extensive vogue, seems a certainty.

The photoplay was directed with no small skill by Robert G. Vignola. The new title is aplicable enough and really carries the message of the play —the regeneration of a girl who was reared a thief and cast among surroundings of the worst description.

The meeting of the girl with the young Senator who saved her life in a wreck sometime before, is the entering wedge in her reformation and she finally works her way out of the web of circumstances and becomes the wife of the man who has brought about her realization of the difference between good and evil.

Miss Clayton is a wonderfully effective figure as Lois, the girl who came back. Elliott Dexter as the Senator is admirably cast, as are Theodore Roberts as the father of Lois, a professional crook, and Jack Brammall as a young thief, his assistant. James Neill, Charles West, Marcia Manon, Jane Wolff and others have good roles and do full justice thereto.

The translation of the play to the screen has been admirably accomplished by Beulah Marie Dix and the staging of the scenes has been done with a lavish hand and with an eye to realism in the instances where the home of the thieves is depicted.

The acting of Miss Clayton is decidedly intelligent, conveying every shade of meaning with the most exqusite art. It is her first picture from Paramount and is an excellent medium for her debut under these auspices. The picture well deserves the applause it elicited from the audiences. Miss Clayton was splendidly supported by Elliott Dexter as Bayard and Theodore Roberts who as Hartner, a crook was highly artistic.

ETHEL CLAYTON DELIGHTFUL IN "THE GIRL WHO CAME BACK" HER FIRST PARAMOUNT PICTURE

Her Portrayal of the Role of a Thief Who Reforms Through Love Well Received by Appreciative Audience

GIFTED with beauty and talents of a high order of merit, Ethel Clayton, a new acquisition to the stellar forces of Paramount, was seen to fine advantage in her first starring vehicle, "The Girl Who Came Back," a picturization by Beulah Marie Dix of the famous play, "Leah Kleschna," by the late C. M. S. McClellan, on its premier presentation at the.....theatre yesterday. Miss Clayton's exquisite portrayal of an arduous role, and the beauties of a photoplay, which is far above the average in point of superiority of production, impressed a critical audience most favorably as the frequent applause indicated.

The story of the photoplay is one of unusual interest and its heart appeal is distinctly effective. Lois Hartner, the daughter of a thief, and herself a "salamander" employed by her father in his burglarious operations, is saved from death by drowning in a shipwreck by George Bayard, a State Senator and social reformer, of whose identity she is ignorant, but whom she loves secretly. Her father plans to rob Bayard's home, where jewels of great value are stored, and Lois is charged with the duty of obtaining working data regarding the gems from Ralph Burton, the scapegrace son of Governor Burton whose sister Dorothy, is to become Bayard's bride.

Unware that Bayard is the man she loves because he saved her life, Lois goes to the Bayard home with her father and a confederate, and while she is opening the safe where the diamonds are concealed, Bayard surprises her. She instantly recognizes him as the preserver of her life and when he talks gently to her, her dormant sense of good is awakened and she resolves to reform. The diamonds are stolen by Ralph Burton and suspicion rests upon Lois for a time. Dorothy becomes jealous of Lois and breaks her engagement to Bayard.

Determined to quit her father and the life she is leading, Lois goes West where she finds employment on a farm. Bayard ultimately learns of her whereabouts from Lois' former confederate, rejoins her and makes her his wife.

Miss Clayton was delightful in her portrayal of the role of Lois. Her support was of a high order of excellence.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Now! Now! Now!



Adapted from "Leah Kleschna" by C.M.S.McClellan

Scenario by Beulah Marie Dix
Directed by Robert Vignola

REARED from girlhood with a torchlight in one hand and a revolver in the other you'd think the heart of a cracksman's daughter was safe from the gentle arrow of Cupid.

Not so. Ethel Clayton shows exquisitely the gradual awakening of love in the dainty lawbreaker's heart. The revolver is useful against enemies but it is useless against the accents of devotion—which come on the voice of a man whose house she entered by night through the window.

Don't miss this extraordinary picture!

Also

"FATTY" ARBUCKLE

in

"The Cook"

PARAMOUNT THEATRE

Monument Square Continuous 11 – 11

Ad-Cuts and Mats are always ready at Your Exchange

JESSE L. LASKY presents

Ethel Clayton



IN "THE GIRL WHO CAME BACK"

Adapted from "Leah Kleschna" by C.M.S.McClellan

Scenario by Beulah Marie Dix
Directed by Robert Vignola

A Paramount Picture

THE daughter of an expert crackman has no easy life of it, particularly if she's a thoughtful girl and her father has been unkind to her.

Ethel Clayton takes this difficult role in "The Girl Who Came Back" and the coming back part will make you catch your breath now and again. She learns to break safes and swipe pearls with the best of them, but one day Cupid burgles her heart—a wonderful scene, don't miss it.

PARAMOUNT THEATRE

Monument Sq. Continuous 11-11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

JESSE L. LASKY
presents

Ethel Clayton



A Paramount Picture

Reared from girlhood with a Torch in one hand and a Revolver in the other



in

"THE GIRL WHO CAME BACK"

Adapted from Leah Kleschna *by* C. M. S. McClellan
Scenario by Beulah Marie Dix . . *Directed by* Robert Vignola

IF a man breaks into a house at dead o' night he expects, if discovered, to meet with a pretty hot reception.

But if the cracksman sents his pretty daughter instead and the son of the house comes down in his dressing gown and finds the intruder's slender fingers toying with the family pearls, what's the upshot then, particularly if the girl is as attractive as Ethel Clayton.

A great scene? You BET!

Also

"ROSCOE "FATTY" ARBUCKLE

in

"The Cook"

Today! Today! Today!

PARAMOUNT THEATRE

Monument Square — Continuous 11–11

UP AND DOWN BROADWAY

In and Out of the Film Studios

VEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
EM in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

VEST SIDE
St. to 86th St.

THE BROADWAY AND 77TH STREET
THEATRE
kawa "Honor of His House."
s in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

VEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 96 Cathedral Parkway
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 162D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cop"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
DMAS. "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST BI & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Addo

ORPHEUM 126 Secon
FRANK KEENAN in "LOAT
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 Del
J. Warren Kerrigan in "T
Card." 8th Epis. "The 1

NEW 14th ST. 14TH
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, Mrs. D
6th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The So

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Con

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA in "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1:
"The Kaiser—The Beast

HALSEY THEATRE Hal
Cont
Henry B. Walthall in "Hum
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1:
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity

ATTEMPTS TO STEAL BAYARD DIAMONDS; GIRL IS ARRESTED

Interesting Situation Feature of Picture "The Girl Who Came Back"

CAUGHT while attempting to steal the jewels of the Bayard family, which Senator Bayard was planning to present to his bride on the day of his wedding, a young woman of remarkable beauty known as Lois Hartner, will probably escape punishment for the crime, it appearing she was simply the tool of others. Senator Bayard is to marry the daughter of Governor Burton—Miss Dorothy Burton, a debutante of the season and one of the most exquisite brunettes of the social set of the city.

That is what you might expect to read in your newspaper, but in reality it is merely a part of the story of "The Girl Who Came Back" based upon the play "Leah Kleschna" and featuring as its star, Ethel Clayton, who appears for the first time under the Paramount banner. The picture is being shown at the.....theatre this week.

Talented Scenarist

BEULAH MARIE DIX, who adapted "The Girl Who Came Back" from the play "Leah Kleschna," is an accomplished photoplaywright with much fine work to her credit, "Hidden Pearls" with Sessue Hayakawa was one of her best photoplays and "The Ghost House" with Jack Pickford and Louise Huff was another which received much praise from critics. In the present play she faced the considerable task of Americanizing a play with a Polish setting but she did it with the greatest skill and the result speaks for itself.

ETHEL CLAYTON IS SEEN AS THIEF IN HER NEW PICTURE

Beautiful Paramount Star to be Seen Here in "The Girl Who Came Back"

BEAUTIFUL ETHEL CLAYTON will be seen at the.... theatre next....in her first Paramount photoplay, "The Girl Who Came Back," a picturization of "Leah Kleschna" a famous stage play. Elliott Dexter is leading man and Theodore Roberts is in the cast. The play is one of the strongest, it is said, that has been seen here in a long time. There are emotional moments of the highest type and yet the play has a decidedly uplifting tendency and is anything but morbid.

Miss Clayton has done much important screen work but it is declared that this represents the best that she has ever done. The role is suited to her splendid talents and she has an excellent cast and production. Robert G. Vignola directed and the adaptation is by Beulah Marie Dix.

Dexter Renews Contract

ELLIOTT DEXTER recently renewed his contract with the Famous Players-Lasky Corporation to play leading roles. He plays the supporting character in "The Girl Who Came Back," in which Ethel Clayton is star and which will be shown at the..... theatre next..... Mr. Dexter has done many excellent things for both Paramount and Artcraft. He was seen to advantage as the leading man for Lina Cavalieri in "The Eternal Temptress" and he also appeared in "Old Wives for New" and "We Can't Have Everything." Mr. Dexter is tall, good looking, with the poise and manner so essential to leading parts.

CAN WOMAN THIEF RECLAIM HERSELF? PICTURE SAYS YES

Interesting Debate Provoked by Photoplay "The Girl Who Came Back"

THE presentation of "The Girl Who Came Back" at the .....theatre this week with Ethel Clayton in the title part, has aroused no small amount of discussion. The picture deals with the regeneration of a girl who is reared a thief in an atmosphere of crime, and who is proud of her profession. She is rescued from this environment and after she is reformed through love and the awakening of the dormant sense of good in her mind, she becomes the wife of a Senator.

Sociological experts in the city are considering the picture pro and con with enthusiasm and with divided opinions, save that all agree it is a question of the individual and that where reform might work in one person, the unhealthy symptoms might crop out in another even in after years. In any case, the picture is interesting and well worth seeing. It is a Paramount, directed by Robert Vignola and wonderfully acted. Elliott Dexter is leading man.

Miss Clayton Beautiful

ETHEL CLAYTON will appear in her first Paramount picture, "The Girl Who Came Back," at the.....theatre next ..... Miss Clayton is beautiful, a blond with red gold hair and blue eyes. The production in which makes her Paramount debut is an adaptation of "Leah Kleschna," the story of a girl thief. The emotional part afforded Miss Clayton is said to fit her talents admirably.

ROBERT G. VIGNOLA FAMOUS DIRECTOR

His Latest Paramount Picture is "The Girl Who Came Back"

ROBERT G. VIGNOLA, director of Ethel Clayton in "The Girl Who Came Back," her first Paramount offering which will be shown at the..... theatre next....., is one of the best known in the business. He is responsible for most of the Pauline Frederick pictures and has accomplished some marvelous results in photoplay making. He was recalled from New York to direct Ethel Clayton after having reached Albany on his return from the Coast. His work in the present film is deserving of the highest commendation, for it combines an artistic sense with a technical knowledge and execution that is ideal for the purpose. Mr. Vignola personally is the most charming of men and his "way" with his actors is said to be exceptionallly successful.

Louis A. Howland assisted Mr. Vignola in directing "The Girl Who Came Back," and has done some good work. The assistant director has a world of troubles on his shoulders much of the time, for there are a hundred and one little details for which he is responsible. Mr. Howland has done his bit in this direction with a cherry smile which has never left him from start to finish.

Players of Talent

MARCIA MANON, Charles West, Jack Brammall and Jane Wolff are all cast for good parts in "The Girl Who Came Back," which is on view at the .....theatre this week and each is equal to the emergency, for each is a player of recognized talent. The cast as a whole is representative and in every respect superior.

SOCIAL PROBLEMS RAISED BY FILM

That Girl Can Come Back Proved by "The Girl Who Came Back"

THE sociological problem of regeneration in "The Girl Who Came Back" which will be shown at the.....theatre next .....is a peculiarly potent one. This is the picture starring Ethel Clayton. It is from "Leah Kleschna," a play popular some years ago. Elliott Dexter is leading man for Miss Clayton while Theodore Roberts has an important role. The story is one of peculiar power dealing with the redemption of a girl thief and the ending is a happy one. Robert Vignola directed the photoplay, the scenario of which was written by Beulah Marie Dix.

A Sterling Actor

JAMES NEILL, who plays the Governor in "The Girl Who Came Back" which is being shown at the.....theatre this week is one of those sterling actors who can be relied upon to accomplish a given role with art, skill and intelligence. He is possessed of a wonderful training by reason of a long stage experience and in pictures he has done many important parts with unquestioned ability.

A Talented Cameraman

C. EDWARD SCHOENBAUM was cameraman for Ethel Clayton's Paramount debut, "The Girl Who Came Back," now on view at the.....theatre. He is a young man with much technical skill as well as artistic perception and the result is a difficult picture filmed with the utmost care. The scenes prove his prowess to any critic, no matter how exacting.

THEODORE ROBERTS POPULAR PLAYER

Paramount Actor Has Fine Role in "The Girl Who Came Back"

THEODORE ROBERTS is so well known that it hardly seems necessary to speak of his career in the films or on the stage, both of which avenues for his artistic expression he has traveled with unvarying success. In "The Girl Who Came Back" with Ethel Clayton which will be shown at the.....theatre next..... he has a strong role, the part of Michael Hartner, father of the girl, a professional theif. In recent Artcraft and Paramount pictures, Mr. Roberts has been cast for roles of widely different type, but in each he has been entirely at home, thus evidencing his splendid versatility.

A Splendid Picture

IT is conceded that "The Girl Who Came Back," the new Paramount photoplay starring Ethel Clayton, which is attracting large audiences to the.....theatre this week, is one of the strongest picture subjects seen here in many months. Miss Clayton makes her Paramount debut in this picture and it is an offering of unusual dramatic strength and dignity. The cast is excellent,

An Appealing Theme

CAN a thief, reared by a thief, in an atmosphere of crime from childhood, really reform? This is the question raised by the characterization of Ethel Clayton in "The Girl Who Came Back," her first Paramount picture which is on view at the.....theatre this week. The photoplay is filled with thrills and heart appeal and is one of the best seen here in many weeks.

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE GIRL WHO CAME BACK"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

For the Exploitation of "The Girl Who Came Back"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:—

Among the motion picture stars of this country, none is more talented or popular than Ethel Clayton who makes her debut as a Paramount star in "The Girl Who Came Back" at our theatre next..... This is a photoplay based upon the famous stage success, "Leah Kleschna" and it is in every respect an adequate vehicle for Miss Clayton's Paramount stellar debut.

In this subject, Miss Clayton appears as the daughter of a thief who has been reared to take a pride in her profession. When her life is saved by a stranger and love enters her heart, she becomes "different" and ultimately reforms, when by a queer combination of circumstances, she encounters the man she loves and wins him.

This role affords Miss Clayton numerous opportunities for the display of her exquisite talents and her support is wholly adequate. The picture was directed by Robert G. Vignola and the scenario was written by Beulah Marie Dix. Miss Clayton's leading man is Elliott Dexter. We think you will be greatly interested in this production and we recommend it to you highly.

Yours sincerely,

.....

Manager

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Girl Who Came Back"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to inform you that Ethel Clayton, the beautiful motion picture star, will be seen in her first Paramount photoplay, "The Girl Who Came Back," at our theatre next..... This is an unusually fine picture and adequately supported, as it is, Miss Clayton's Paramount debut, should be most gratifying to our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to announce that Ethel Clayton's first Paramount photoplay, "The Girl Who Came Back," will be shown at our theatre next ..... This is a tremendously dramatic photoplay affording Miss Clayton a most effective role for her debut as a Paramount star. We are sure it will please our clientele greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to inform you that Ethel Clayton's first photoplay as a Paramount star, "The Girl Who Came Back," in which she portrays the role of a thief who reforms in dramatic and appealing circumstances, will be shown at our theatre today. We will be pleased to extend you every courtesy should you find it convenient to attend the premier showing.

Yours sincerely,

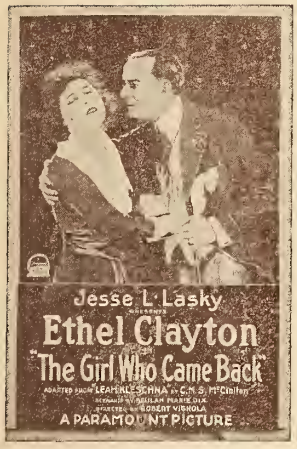
Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

ADVERTISING POSTERS

for

"THE GIRL WHO CAME BACK"



One Sheet



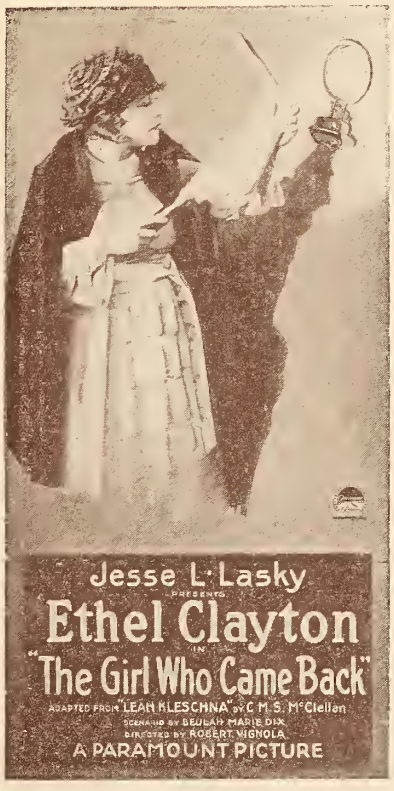
Six Sheet



One Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures

STAR	SUBJECT
CHARLES RAY	"A NINE O'CLOCK TOWN"
DOUGLAS FAIRBANKS	"BOUND IN MOROCCO"
GRIFFITH'S	"THE GREAT LOVE"
PAULINE FREDERICK	"FEDORA"
WILLIAM S. HART	"RIDDLE GAWNE"
BILLIE BURKE	"IN PURSUIT OF POLLY"
DOROTHY DALTON	"GREEN EYES"
DE MILLE'S	"TILL I COME BACK TO YOU"
ENID BENNETT	"THE MARRIAGE RING"

STAR	SUBJECT
J. BARRYMORE	"ON THE QUIET"
E. FERGUSON	"HEART OF THE WILDS"
WALLACE REID	"THE SOURCE"
E. CLAYTON	"THE GIRL WHO CAME BACK"
SPECIAL	"THE HUN WITHIN"
LILA LEE	"THE CRUISE OF THE MAKE-BELIEVES"
D. FAIRBANKS	"HE COMES UP SMILING"
M. CLARK	"OUT OF A CLEAR SKY"
D. DALTON	"VIVE LA FRANCE"
FRED STONE	"THE GOAT"
SHIRLEY MASON	"COME ON IN"
VIVIAN MARTIN	"HER COUNTRY FIRST"
M. PICKFORD	"JOHANNA ENLISTS"
CHARLES RAY	"THE LAW OF THE NORTH"
ENID BENNETT	"COALS OF FIRE"

Success Series for September

M. PICKFORD	"THE EAGLE'S MATE"
M. CLARK	"WILDFLOWER"
SPECIAL	"THE GIRL OF THE GOLDEN WEST"
P. FREDERICK	"ZAZA"
G. FARRAR	"CARMEN"

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 5

The Hun Within

Scheduled Release Date: **8 Sept 1918**

Exhibitor's Press Book and Advertising Aids

Charles Kenmore Ulrich, Editor

Paramount-Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"

with

Dorothy Gish, George Fawcett

and

A Special Star Cast

Directed by Chet Withey

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES

Paramount-Artcraft Special "THE HUN WITHIN"



"Make them hear — you, you must!" 7104

THE HUN WITHIN "with Dorothy Gish, George Fawcett and Star Cast
A Paramount-Artcraft Special



"I despise you for a hun" 7101

"THE HUN WITHIN" with Dorothy Gish, George Fawcett and Star Cast
A Pa.. mount-Artcraft Special



"THE HUN WITHIN"... Fawcett and Star Cast.
A Paramount...



The betrothal 7102

"THE HUN WITHIN" with Dorothy Gish George Fawcett and Star Cast
A Paramount Artcraft Special



"Pro German and patriot in conflict." 7106

"THE HUN WITHIN" with Dorothy Gish George Fawcett and Star Cast.
A Paramount-Artcraft Special



"THE HUN WITHIN"
with Dorothy Gish, George Fawcett and Star Cast.
A Paramount Artcraft Special



"THE HUN WITHIN" 7107
with Dorothy Gish, George Fawcett and Star Cast.
A Paramount-Artcraft Special



"THE HUN WITHIN" 7108
with Dorothy Gish, George Fawcett and Star Cast.
A Paramount Artcraft Special



"THE HUN WITHIN" 7109
with Dorothy Gish, George Fawcett and Star Cast.
A Paramount Artcraft Special



"THE HUN WITHIN" 7110
with Dorothy Gish, George Fawcett and Star Cast.
A Paramount-Artcraft Special

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange

Facts Live Exhibitors Should Know About "The Hun Within"

CHESTER WITHEY, DIRECTOR

CHESTER WITHEY, director of "The Hun Within," is a producer of reputation and his skill is generally recognized. He had extensive stage experience as actor and director before he entered the motion picture field several years ago. His advance since that time has been rapid and he is widely known for the pretentiousness of the picture subjects produced under his able direction. He directed many photoplays and he also wrote numerous picture successes. His name is associated with such pictures as "The Old Folks at Home," "The Wharf Rat," "Mr. Goode—the Samaritan," "Madame Bo-Peep," "The Alabaster Box" and others, all of which achieved success and contributed greatly to his screen fame. Mr. Withey is an athlete, and he rides, swims and is fond of outdoor sports. He has exhibited his best talents in the production of "The Hun Within" and that it will enhance his prestige seems inevitable.

A NOTABLE CAST

A CAST of exceptionally clever players has been provided for "The Hun Within." Chief among the artists who have strong roles is Dorothy Gish, the dainty little actress who scored so notable a success as the grisette in D. W. Griffith's "Hearts of the World." Miss Gish's sister, Lillian, it will be recalled, played the leading role in "The Great Love," and both are popular with the motion picture loving public. George Fawcett, a sterling actor, has the part of a patriotic German-American, while Charles Gerard, a player of skill and reputation, is seen as an American of pro-German proclivities. Others in the cast include Douglas MacLean, Bert Sutch, Max Davidson, Lillian Clarke, Robert Anderson, Eric von Stroheim, Adolph Lestina and Kate Bruce.

A POWERFUL STORY

HENRY WAGNER, a patriotic German-American who loathes German autocracy, is living with his son, Karl, the latter a pronounced pro-German, in an Eastern city. Wagner's ward, Beth, loves Karl and one day she overhears a plot to destroy an American transport by means of a time bomb and she is horrified to learn the Karl, whom she believes she devotedly loves, is a traitor to his country and in league with Krippen, a German spy chief and Leone, his principal agent. She upraids Karl for his perfidy, whereupon he makes her his prisoner and carries her to the mountains where Krippen's headquarters is located. Meanwhile, Frank Douglas, a Secret Service operative who loves Beth, is trailing Leone and the other spies and Krippen orders him put to death. The spies chloroform him and throw him in a river. He revives and succeeds in reaching Beth's prison where, after a fierce battle, he accomplishes her release. They motor to a wireless station and send a message to the transport warning them of the presence of the bomb in the hold of the steamship. This is recovered just in time to prevent disaster. When Wagner hears of his son's traitorous conduct, he upraids him and is shot by his unnatural offspring. A mob attempts to lynch Karl and Krippen, but both are rescued by a troop of cavalry and held for trial as spies. Wagner recovers and Douglas and Beth plight their troth.

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THE AUTHOR

THE story of "The Hun Within" was written by Granville Warwick, a skillful writer. Mr. Warwick is an author of prominence with a fine sense of dramatic proportion which he has displayed to signal advantage in his latest work.

PERTINENT REMARKS

IT is perhaps unnecessary to remind exhibitors that this production is a box office attraction of supreme merit which is bound to attract widespread attention. This however, should not deter exhibitors from exploiting it liberally, to which end fine lines of accessories and specially written press stories, all of which appear elsewhere in this Press Book, have been provided.

UNUSUAL FEATURES

FEATURES in connection with this photoplay which exhibitors should bear in mind are these:—It is a Special Paramount-Artcraft production, directed by a well known Griffith man; its cast of players is composed of artists of great ability; its story being patriotic, is of timely appeal to motion picture audiences; the photography displayed in the picture is of the highest class, and finally—IT HAS DISTINCT BOX OFFICE VALUE. It may safely be recommended as an attraction of exceptional merit which is bound to please every clientele.

CAST AND STORY OF "THE HUN WITHIN"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount-Artcraft Special Picture

"THE HUN WITHIN" BIG NEW ARTCRAFT PRODUCTION HAS SPLENDID PATRIOTIC APPEAL.

Exceptionally Strong Story of Great Special Photoplay Interpreted by Many Notable Screen Players

"THE HUN WITHIN"

THE CAST

Henry Wagner, a German-American — **George Fawcett**
Karl Wagner, his Son — **Charles Gerard**
Frank Douglas, a Young American Agent — **Douglas MacLean**
Krippen, a German Diplomatic Agent — **Bert Sutch**
Max, a Servant — **Max Davidson**
Beth, an American Girl — **Dorothy Gish**
Leone, a German Spy — **Lillian Clarke**
Krug, a Sailor — **Robert Anderson**
Von Bickel — **Eric von Stroheim**
Beth's Father — **Adolph Lestina**
Frank's Mother — **Kate Bruce**

THE STORY

IN a large city near New York lives Henry Wagner, a German-American who left Germany years previously because of his hatred for Prussian autocracy and who has become intensely American. His son Karl, however, whose nature is cold, is pro-German despite his father's protests, and after being educated in Germany he returns home just before Germany involves the world in war.

Near the Wagner home lives an invalid, with her daughter, Beth, a charming patriotic girl. The girl's father at his death begs Wagner to watch over Beth and she seems devoted to Karl, he offers no protest. Frank Douglas, a schoolmate of Beth's, is devotedly attached to her and her seeming preference for Karl causes him great anxiety. Beth is living in the Wagner home and there meets Krippen, a German spy, who is assisted by Leone, known as the "Lynx," a German Secret Service agent and Krug, a spy, who is a sailor on a transport. Douglas enters the United Sates Secret Service as operative and is trailing Leone.

At dinner, young Wagner takes the oath binding himself to the service of the Kaiser. It is determined by Grippen and his agents to destroy American shipping and when war is declared by the United States against Germany, Grippen resolves to destroy transports conveying troops to France. Beth is seated in an easy chair one night when she overhears Leone tell Karl that Krug has planted a bomb, secreted in a thermos bottle, on board a transport, and that it has been timed to explode at midnight on the date of sailing of the vessel.

Shocked at this proof of the perfidy of the man she believed she loves, Beth upraids Karl, whereupon he binds and gags her and then conveys her to the mountains where Grippen's lair is located. Douglas is trailing the spies persistently and they decide to get rid of him. He is kidnapped and when his senses leave him, the spies throw him out of an automobile into a creek. This revives him and he makes his way with difficulty to the spy rendezvous where he discovers that Beth is a prisoner.

He eludes the guard and obtains access to Beth who tells him of the attempt to be made to destroy the transport. He has a fierce battle with the guards, but manages to place Beth in an automobile and start at full speed to warn the authorities of the tranport's peril. They reach the Wagner home after Karl's departure and when the father hears of his son's traitorous conduct, he is frantic with rage. The telephone having been put out of commission by Karl, Beth leaves for a wireless station near by.

Karl returns home and when his father upraids him, he shoots him. A mob gathers outside and Karl is about to be lynched when a troop of cavalry saves him. He and Grippen are taken in custody for trial. Meanwhile Beth and Douglas reach the wireless station and although the bomb is to explode at midnight, the operator at ten minutes of that hour, has failed to get in touch with the transport.

Krug is about to jump overboard to escape the fate he and his confederates have prepared for the troops abroad the transport, when Beth's wirless message is received and he apprehended. The bomb is discovered at one minute of twelve o'clock and it explodes as it is hurled into the water. The elder Wagner recovers from his wound and Beth and Douglas plight their troth.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of "The Hun Within," A Paramount-Artcraft Special Picture

GERMAN SPY MENACE IS REVEALED IN ARTCRAFT PICTURE "THE HUN WITHIN"

Dainty Dorothy Gish Has Superb Role in Patriotic Photoplay Which Is Heartily Enjoyed

THE German spy menace in this country was ably exposed in "The Hun Within," the new Paramount-Artcraft special picture production which was displayed with unusual success at the .....theatre yesterday. This picture was directed by Chester Withey, one of the foremost producers in the country for Artcraft, and it is safe to say that it is in no sense inferior in attractiveness, interest and drawing power to other notable Artcraft pictures seen here in many months. The story deals with Hun plots on the Atlantic seaboard, and it proves that all hyphenated citizens are not necessarily traitors to the country of their adoption.

Henry Wagner, a German American, who fled Germany many years ago, because of his hatred of military autocracy, is the leading citizen of a large town in the vicinity of New York. His son, Karl, is pro-German, despite his father's protest and he returns home from his university in Germany just before the Kaiser involves the world in war.

Near the Wagner home lives Beth, a patriotic young woman, who seems devoted to Karl, and who ignores the persistent attentions of Frank Douglas, an old schoolmate, and who, at the outbreak of war, becomes a Secret Service operative in search of spies. At the Wagner home, Krippen a German spy chief, and Leone, one of his agents, gather at frequent intervals to consult with Karl, whom they induce to swear allegiance to the Kaiser. In their train is Krug, a spy, who is a sailor on a transport.

One evening, while dozing in an easy chair, Beth overhears a plot to destroy a transport by means of a bomb cunningly placed in a thermos bottle which has been secreted in the hold of the steamship by Krug. The bomb has a time lock attachment and it is so arranged as to explode at midnight on the date of sailing. Beth is shocked at the discovery of her sweetheart's perfidy, and she upbraids him sternly. He makes her his prisoner and carries her to Krippen's headquarters in the mountains, where she is confined.

Meanwhile, Douglas, on hearing of Beth's experience, starts in pursuit. Krippen's agents kidnap him and after chloroforming him, throw him in a river. He revives and manages to reach Krippen's headquarters, and after a desperate battle secures the release of Beth. She now revals to him the story of the bomb. They hasten to a wireless station and notify the ship's captain, who manages to find the bomb just one minute before the hour set for the explosion, and it is cast overboard and explodes just as it strikes the water.

When Mr. Wagner hears of his son's perfidy in the spy plot, he reprimands him, whereupon the young man deliberately shoots his father and narrowly escapes lynching at the hands of a mob. The elderly Wagner recovers and Douglas and Beth plight their troth, happy in each other's love.

The play was splendidly produced and the artists appearing therein were of the highest standard. Dorothy Gish was charming as Beth, the American girl who frustrates the attempt of the spies, while George Fawcett, as Wagner, the German-American patriot, gave an unusually clever portrayal of an arduous role. The portrayal by Charles Gerard of Karl Wagner was excellent, as was also that of Krippen, the spy, by Bert Sutch, and Frank Douglas, the Secret Service agent, by Douglas MacLean. The photoplay is intensely dramatic and many of its situations possess unusual thrill. The photography left nothing to be desired.

ns, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

THESE cuts will print well in any newspaper because they are made with the 55-line screen. This screen is fine enough to show detail, yet coarse enough to avoid filling with ink.

Paramount and Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"



With Dorothy Gish, George Fawcett and a Special Star Cast

Directed by Chet Withey

FAMOUS PLAYERS-LASKY CORPORATION

THIS is no picture of fancy —but of fact.

The records of the United States Secret Service are filled with just such black and damnable schemes as are engineered by "The Hun Within."

See for yourself the way the Hun-snakes work. See their cunning, and then rejoice in that swifter, alerter brain of Uncle Sam which checkmates them by night and by day.

A great picture—see it!

LIVE-WIRE THEATRE

Now! All Week!

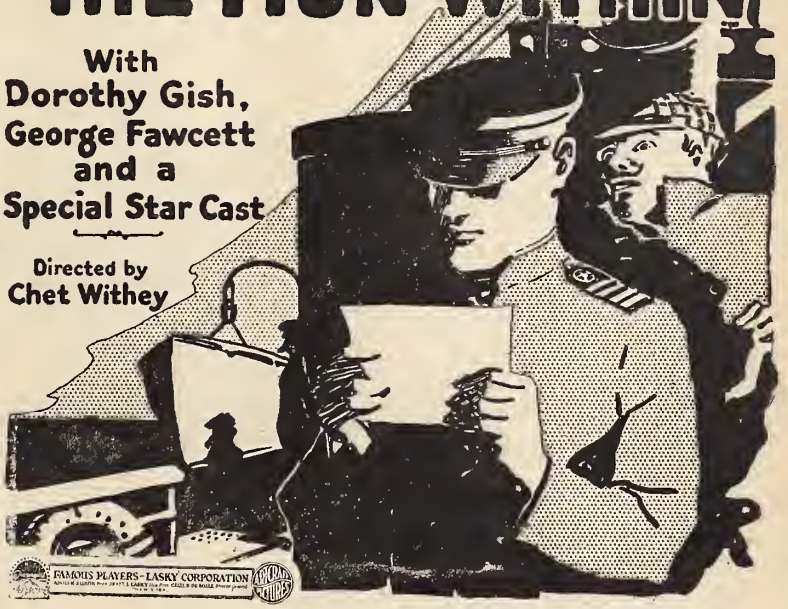
Paramount and Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"

With Dorothy Gish, George Fawcett and a Special Star Cast

Directed by Chet Withey



FAMOUS PLAYERS-LASKY CORPORATION

THE black heart of the Hun within our gates is here revealed.

The dirty work of spies and bombers which you have read of in the newspapers is visible in this picture from plot to deed.

And through it all you see the relentless efficiency of the United States Secret Service, never-sleeping, and always handing the Hun the short end.

LIVE-WIRE THEATRE

Now! All Week!

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Paramount and Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"



With Dorothy Gish, George Fawcett and a Special Star Cast

Directed by Chet Withey

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

"THE HUN WITHIN" shows you this devil's spawn of Germany actually at work within our gates.

It shows that they stick at nothing, that they plot coldly and malignantly for wholesale drowning of our troops, but best of all it shows them foiled by the quicker wits and sterner courage of the United States Secret Service.

Don't miss this great Special!

LIVE-WIRE THEATRE

Now! **All Week!**

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of "The Hun Within," A Paramount-Artcraft Special Picture

GERMAN SPY PERIL IS THEME OF STORY OF "THE HUN WITHIN"

Big New Artcraft Picture Is Excellent Patriotic Photoplay

THE Hun spy menace in this country is the basic idea of the story of "The Hun Within," the new Paramount - Artcraft special photoplay which will be shown at the.....theatre next ..... The photoplay is said to be one of the most thrilling, independent of its spectacular features, ever produced.

The story deals with the fortunes of a young American girl who loves the son of Henry Wagner, a German-American who came to this country years ago to escape the autocratic rule of the German Kaiser. Wagner is a staunch patriot and when his son returns from Germany, just before the outbreak of the war, he becomes a tool of Krippen, a German spy, who makes the Wagner home his headquarters. Beth learns of a plot to destroy a United States transport by means of a bomb and when the spies ascertain this, they make her a prisoner.

Beth gets out of the trouble in which she is involved only when Frank Douglas, a Secret Service operative who loves her, but whom she has treated rather coldly, comes to her rescue. They prevent the destruction of the transport by sending a wireless message to the Captain—and just in the nick of time, too. When Wagner learns of his son's treachery, he upraids him only to be shot for his pains, but this results in the arrest of the spies after they have been saved from lynching at the hands of a mob. All ends happily for Beth and Douglas, who now realize that they love each other.

The support includes Dorothy Gish, George Fawcett, Charles Gerard, Douglas MacLean, Bert Sutch and others.

DOROTHY GISH HAS STRONG ROLE IN "THE HUN WITHIN"

Popular Griffith Player Seen as Patriotic Girl Who Fights Hun Spies

DOROTHY GISH, the charming D. W. Griffith actress has a splendid role in "The Hun Within," the superb new special Paramount-Artcraft production which will be displayed at the..... theatre next..... Miss Gish, who is recognized as one of the most talented screen players in the country, is seen in this great photoplay as a patriotic American girl who risks her life to foil the dark plots of German spies who are seeking to destroy transports conveying American troops to France.

Miss Gish went to France and England with Mr. Griffith and his producing force sometime ago and she with her sister Lillian, a prominent Griffith star, has an important role in "Hearts of the World" which is now being shown with immense success in New York. It is said that in "The Hun Within," Miss Gish's role is equally strong and since the story of the picture deals with a subject in which all patriotic American citizens are interested, it has exceptional appeal.

Miss Gish plays the part of a patriotic American girl whose love affair is interrupted by Hun spies who seek to destroy American transports bound for France with troops. She foils this plot in an ingenious way, but not until after she has had gruelling experiences, all of which are calculated to keep the attention of the audience at high tension. The activities of United States Secret Service operatives in dealing with the Hun spy menace, are graphically shown in this photoplay.

Prominent screen players portray the various roles.

CHESTER WITHEY PRAISES STORY OF "THE HUN WITHIN"

Great Producer Says Photoplay Teaches Sound Lessons in Patriotism

THE province of the modern photoplay is to instruct as well as entertain, according to Chester Withey, the famous motion picture producer, whose Paramount-Artcraft special production, "The Hun Within," a superb photplay dealing with the Hun spy menace in The United States, is to be shown at the.....theatre next.....

"While the primary object of the modern photoplay is to entertain, said Mr. Withey recently, "Its most important mission in my opinion, is to instruct the masses subconsciously as it were. In all of the photoplay productions I direct, I seek to do this indirectly, of course. Motion picture audiences properly resent ostentatious educational methods in pictures, but if this is subtly done, none of the lessons of a strong photoplay will be lost.

"In 'The Hun Within,' I have sought to show the dangers of the German spy menace in this country at this time when the world is struggling against the most powerful and deadly military autocracy known to civilization. In dealing with this menace, I have tried to show in the most effective manner how to combat it. In this respect therefore, 'The Hun Within' has a distinct mission in an educational sense, but the lessons are conveyed in a series of scenes in the dramatic interest of which they are wholly submerged . Any photoplay which stimulates patriotism in the masses as this one does, has a value which does not attach to the ordinary photoplay."

The story of "The Hun Within" is capably developed by fine screen players, chief among whom are George Fawcett, Dorothy Gish, Charles Gerard, Douglas MacLean, Bert Sutch, Max Davidson, Lillian Clarke and others.

THRILLING SCENES IN "THE HUN WITHIN"

Secret Service Man Thrown From Motor Car by Spies

TO be thrown from a swiftly moving automobile down a steep declivity into a river, is a dangerous experience even in motion pictures, but this is one of the gripping situations in "The Hun Within," a special Paramount-Artcraft picture, which will be shown at the.....theatre next..... The actor who undergoes this harrowing experience is Douglas MacLean, who, in this picture, plays the part of a United States Secret Service operative. He is trailing Hun spies who are determined to destroy American transports at all hazards.

Mr. MacLean, one of the best known actors on the screen, vests this character with unusual dignity and power. He is in love with Beth, a patriotic American girl, who treats him coldly, because she fancies that she loves Karl Wagner, the son of a German-American, who later turns out to be a German spy in league with the Kaiser's agents operating in this country.

Beth overhears a plot which incriminates and simultaneously destroys her love for the man to whom she has pinned her faith. How she foils this plot, although herself made prisoner by the spies, threatened with death, and how she finds happiness in the love of the Secret Service agent, are told in a series of captivating and highly exciting scenes. The story was written by Granville Warwick and the picture was photographed by David Ables.

Excellent Photography

THE excellent photography that is one of the notable features of "The Hun Within," which is on view at the..... theatre this week, was the work of David Abels, a camera man whose artistic combining of light and shadow has made him well known in the film world.

GEORGE FAWCETT HAS STRONG ROLE

Veteran Actor a German-American in "The Hun Within"

THERE are few better-known actors in this country than George Fawcett, a veteran player, whose latest role is that of a patriotic German-American, who disproves the statement so often made, that all hyphenated citizens of German birth are undesirable and should be expelled from the country. Mr. Fawcett plays the role of a German in "The Hun Within," which will be seen at the.....theatre next ....., but in this instance, this German loves the United States, the country of his adoption and is ready to sacrifice his life if necessary for the American cause. Mr. Fawcett's portrayal is said to be one of the best of its kind in motion pictures. Chief in the supporting cast is Dorothy Gish, the charming Griffith star, Charles Gerard, Douglas MacLean, Lillian Clarke and Kate Bruce.

Well Known Leading Man

DOUGLAS MacLEAN is a young leading man who is well known on the screen and the speaking stage. For some time he was a favorite at the Morosco Theatre, in Los Angeles, and then entered the pictures to appear as Mary Pickford's leading man. In "The Hun Within," which will be shown at the.....theatre next ....., he gives an effective portrayal of Frank Douglas, a a young American, who enters the Secret Service of his country and frustrates the efforts of German spies, winning the girl he loves in the bargain.

A Famous Director

CHESTER WITHEY, who directed "The Hun Within," which is the bill at the.....theatre this week, is one of the best directors in the pictures and has a long list of successes to his credit.

DEADLY BOMB IN THERMOS BOTTLE

One of Many Gripping Scenes in "The Hun Within"

IN "The Hun Within," the special Paramount-Artcraft photoplay just released, there is one gripping situation that is calculated to draw the audience out of their seats. This is when an innocent-looking thermos bottle is taken from the hold of the steamship crowded with troops, and which explodes as it strikes the water and hurls a volcano one hundred feet into the air. This is one of the many thrilling situations in "The Hun Within," which is to be presented at the..... theatre next.....

The story deals with spies and tells how a young patriotic American girl, aided by Secret Service operatives, frustrates the designs of German plotters and brings them to justice. The story by Granville Warwick is one of exceptional beauty and dramatic strength and its direction by Chester Withey, was in every way masterly and artistic. The leading feminine role is portrayed by Dorothy Gish, the charming Griffith star, while George Fawcett, a veteran actor of wide popularity and talent, is seen in the role of a patriotic German-American. Others in the cast are Charles Gerard, Douglas MacLean, Bert Sutch, Lillian Clarke, the latter having a splendid role, that of a German woman spy, which she handles with great deftness and dexterity.

Wonderful Acting

YOU may, perhaps, remember Dorothy Gish's wonderful acting as the Little Disturber in "Hearts of the World," D. W. Griffith's great war picture. In "The Hun Within," the special Paramount-Artcraft picture produced under Chester Withey's direction, which is being shown at the.....theatre this week, she does some notable acting as Beth, the pretty American girl, who is the heroine of the picture.

"THE HUN WITHIN" SUPERB PICTURE

Patriotism and Love Elements Charmingly Blendid

A FINER story of patriotic trend than "The Hun Within," the new special Paramount-Artcraft picture which will be shown at the.....theatre next..... would be hard to find. It has a delightful love story and the subject is of up-to-the-minute timeliness. The picture was directed by Chester Withey, and the cast is a specially selected and strong one. George Fawcett, Dorothy Gish, Douglas MacLean and Charles Gerard play the leading roles, and a splendid performance is the result.

The story deals with Americans and German-Americans. Herman Wagner, a loyal German-American sends his son, Karl, to a German University for a finishing course. A pretty American girl, Beth, who is a ward in the Wagner home, is in love with Karl, and another youth, Frank Douglas, is smitten with the young lady's charms.

Karl returns from Berlin at the outbreak of the war with pro-German views, and he plots against the United States. He concocts an explosive to blow up an American transport, but his design is frustrated through the efforts of Frank Douglas, who has entered the American Secret Service, and Beth, the American girl.

George Fawcett gives a strong performance as Herman Wagner, the loyal German-American, and his grief at his son's treason is admirably portrayed. Douglas MacLean is a dashing lover, and does some splendid acting as the American Secret Service agent. Charles Gerard plays Karl Wagner, the son, and Dorothy Gish gives a charming and spirited performance as Beth.

THRILLS ATTEND PICTURE MAKING

Taking of Scenes of "The Hun Within" Prove Exciting

A TRIP to the San Diego waterfront as well as that of San Francisco was made to secure atmosphere for the special Paramount-Artcraft production of "The Hun Within," which will be shown at the.....theatre next ..... A number of the scenes were taken at the San Francisco docks during the loading of ammunition. In this scene is shown Robert Anderson, the spy, placing an infernal machine in the ammunition hold.

While this scene was being taken with a sufficient quantity of shrapnel shell on hand to almost annihilate San Francisco, a Dutch warship was in the harbor. An American Admiral was received by the captain of the Dutch warship and in honor of the visitor a salute of twelve guns were fired. The nerves of the entire company were somewhat on edge during the loading of the shrapnel, and when the report of the guns went vibrating through the air, as one of the players exclaimed, "he thought he was in Berlin."

A number of night scenes were also taken in the San Francisco water front as the transport left the docks. Dorothy Gish is featured in "The Hun Within," together with George Fawcett, Douglas MacLean, who plays the leading juvenile masculine role. Others in the cast include Charles Gerard, Max Davidson, Bert Sutch, Lillian Clark, Robert Anderson, Eric Von Stroheim, Adolph Lestina and Kate Bruce.

WARWICK WRITER OF GREAT POWER

His Story of "The Hun Within" Exceptionally Good

GRANVILLE WARWICK, author of "The Hun Within," the new special Paramount-Artcraft photoplay, which will be shown at the.....theatre next ....., is a writer of unusual power, as the story of this great production amply proves. Mr. Warwick has a fine sense of dramatic proportion and his knowledge of the technique of the screen drama has enabled him to present a picture of unusual worth, which may be seen again and again with profit and delight. The various characters of this thrilling photoplay are portrayed by the best members of the Griffith playing forces.

Thrilling Race

A THRILLING race to a wireless station and the effort to flash a telegram to a transport sailing from America with troops abroad, warning that an infernal machine has been placed in the ammunition hold, is one of the features of "The Hun Within," which is being shown at the..... theatre this week. Dorothy Gish and Douglas MacLean are in the automobile racing for the wireless station with a German spy standing on the running board in an attempt to frustrate the effort to save the vessel. Miss Dorothy Gish drives the car while a thrilling hand to hand fight goes on between MacLean and Bert Sutch while the machine is traveling at the rate of sixty miles an hour.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Hun Within"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Madam:—

We desire to call to your attention to the fact that "The Hun Within," a superb special Paramount-Artcraft photoplay, which deals with the German spy menace in this country, will be shown at our theatre next.....

The story of this absorbing picture is one of unusual interest, while its treatment has been most artistic. It is filled with thrilling situations and its heart appeal is irresistable.

The players appearing in this great production are of the highest merit. Chief among these is Dorothy Gish, a charming actress who has been seen in many of David W. Griffith's remarkable picture successes. George Fawcett, a distinguished actor has an important role and others in the cast are Charles Gerard, Douglas MacLean, Bert Sutch, Lillian Clarke and Eric von Stroheim.

This is a de luxe attraction and should interest our patrons hugely. We will be glad to have you attend the premier presentation.

Yours sincerely,

Yours sincerely,

.....

Manager.

If this Letter will not Serve mail all or one of the Post-Cards appearing on next page.

MAIL CAMPAIGN

For the Exploitation of "The Hun Within"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that the new Paramount-Artcraft special photoplay, "The Hun Within," a strong story dealing with the Hun spy menace in this country, will be displayed at our theatre on.....next. This is an unusual picture subject of great strength and beauty and we believe, will interest our clientele greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us great pleasure to inform you that the fine special Paramount-Artcraft photoplay, "The Hun Within," a picture which reveals the danger of the German spy propaganda in this country, will be the big attraction at our theatre next..... We unhesitatingly recommend it to your favorable attention.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to inform you that the special Paramount-Artcraft photoplay, "The Hun Within," a story which discloses the subtleties of Hun spy plotters in this country and which features dainty Dorothy Gish, will be displayed at our theatre next..... This is a superb photoplay, the value of which will be obvious to every patriotic citizen.

Yours sincerely

Manager _____

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE HUN WITHIN"

A Paramount-Artcraft Special Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets
24 Sheet Stand

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

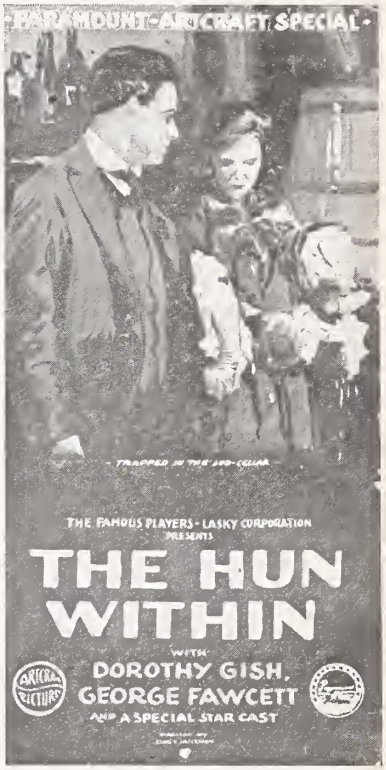
ADVERTISING POSTERS

for

"THE HUN WITHIN"



Twenty-four Sheet



Three Sheet



Slide



One Sheet



Three Sheet



One Sheet



Six Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures

STAR	SUBJECT
CHARLES RAY	"A NINE O'CLOCK TOWN"
DOUGLAS FAIRBANKS	"BOUND IN MOROCCO"
GRIFFITH'S	"THE GREAT LOVE"
PAULINE FREDERICK	"FEDORA"
WILLIAM S. HART	"RIDDLE GAWNE"
BILLIE BURKE	"IN PURSUIT OF POLLY"
DOROTHY DALTON	"GREEN EYES"
DE MILLE'S	"TILL I COME BACK TO YOU"
ENID BENNETT	"THE MARRIAGE RING"

STAR	SUBJECT
J. BARRYMORE	"ON THE QUIET"
E. FERGUSON	"HEART OF THE WILDS"
WALLACE REID	"THE SOURCE"
E. CLAYTON	"THE GIRL WHO CAME BACK"
SPECIAL	"THE HUN WITHIN"
LILA LEE	"THE CRUISE OF THE MAKE-BELIEVES"
D. FAIRBANKS	"HE COMES UP SMILING"
M. CLARK	"OUT OF A CLEAR SKY"
D. DALTON	"VIVE LA FRANCE"
FRED STONE	"THE GOAT"
SHIRLEY MASON	"COME ON IN"
VIVIAN MARTIN	"HER COUNTRY FIRST"
M. PICKFORD	"JOHANNA ENLISTS"
CHARLES RAY	"THE LAW OF THE NORTH"
ENID BENNETT	"COALS OF FIRE"

Success Series for September

M. PICKFORD	"THE EAGLE'S MATE"
M. CLARK	"WILDFLOWER"
SPECIAL	"THE GIRL OF THE GOLDEN WEST"
P. FREDERICK	"ZAZA"
G. FARRAR	"CARMEN"

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 6

The Cruise of the Make-Believes

Scheduled Release Date: **8 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

LILA LEE

in

"The Cruise of the Make-Believes"

A Paramount Picture

TRADE MARK Paramount Pictures

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

Lila Lee in "The Cruise of the Make-Believes"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

News Notes on Dainty Lila Lee and Her First Paramount Picture

LILA LEE, A NEW STAR

ONLY sixteen years old, Lila Lee, widely known as "Cuddles," a child phenomenon in vaudeville, makes her debut in motion pictures as the star in "The Cruise of the Make-Believes," a Paramount picture, based upon the famous novel of the same name by Tom Gallon. The toy wonder child of yesterday has suddenly dawned upon the motion picture world as a star of the first magnitude, with a future radiant with the promises of brilliant artistic success. Her artistry, so often manifested in vaudeville, backed by her youth, beauty and magnetic charm, will find its finest expression, perhaps, in her new environment. Her history offers little to the biographer to dwell upon, except that she was discovered by Gus Edwards when she was seven years old, playing in the streets of Union Hill, N. J. He instantly recognized the girl's genius and with the consent of her mother, engaged her for vaudeville work, in which she scored enormous success. Then Jesse L. Lasky, vice-president of the Famous Players-Lasky Corporation, who was searching for a new girl star, saw her with the result that her engagement followed. So it happens that Lila Lee is a Paramount star and if her work in her initial picture is a criterion, the millions of admirers of the best the field of the silent drama has to offer, will welcome her entrance therein with open arms.

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Latest Releases

TOM GALLON, AUTHOR

THE late Tom Gallon, author of "The Cruise of the Make-Believes," was one of the best known novelists of England a decade ago. He wrote a score of "best sellers" many of which were quite successful in this country. His inventive and dramatic talents are displayed to excellent advantage in the story which serves as Lila Lee's introduction to the motion picture public.

THE SCENARIST

EDITH KENNEDY, who wrote the scenario of "The Cruise of the Make-Believes," is a highly talented and successful writer for the screen. She is author of "The Bravest Way," starring Sessue Hayakawa, and "Her Country First," starring Vivian Martin, both of which are excellent specimens of her skilled craftsmanship.

THE DIRECTOR

GEORGE MELFORD, who directed Lila Lee in her first motion picture, is a capable director as his numerous picture successes attest. He has the rare faculty of making the most of a humorous, fanciful and delicate story, and he has performed extraordinary feats in blending the sparkle and youthfulness of Lila Lee's acting and personality with the exceptional beauty of the theme of "The Cruise of the Make-Believes."

A BEAUTIFUL STORY

BESSIE MEGGISON, the sixteen-year-old daughter of Daniel Meggison, a shiftless man addicted to drink, lives with her parent and her brother, Aubrey, a ne'er-do-well, in the tenement district of New York. In her back yard, Bessie has rigged up an odd ship of make believe, provided with old chairs, bits of canvas and the like, and it is her custom periodically to make fanciful voyages in this ship to distant and beautiful countries, she thus escaping the rather drab existence that is her lot. She is assisted in her voyages by Gilbert Byfield, a millionaire young man who is studying the slums for the purpose of writing a book on social conditions in the tenement quarters. He resolves to take Bessie out of her environment and with the aid of her father, he sends her to his beautiful country home in Dream Valley. Her father keeps Byfield in the background and tells Bessie that he has purchased the place from his profits in lucky speculations. The truth is finally revealed to her by Mrs. Crane, a society woman, who plans to marry her daughter to Byfield and, her dreams shattered, she returns in despair to her home where Byfield finds her in her ship of make believe, sad and lonely. He declares his love for Bessie and nestling in his arms she realizes that her ship has brought her into a delightful port at last.

SPLENDID SUPPORT

MISS LEE is excellently supported in her initial photoplay. Her leading man is Harrison Ford, an actor of strong and engaging personality. Raymon Hatton, one of the best-known motion picture actors in the country, has a splendid role. Other notable screen players are Spottiswoode Aitken, Parks Jones, William Brunton, Bud Duncan, Mrs. Eunice Moore, Maym Kelso, Nina Byron, Jane Wolff, William McLaughlin and John McKinnon.

LILA LEE—An Appreciation

by

ADAM HULL SHIRK.

" Youth is like those verdant forests tormented by winds: it agitates on every side the abundant gifts of nature, and some profound murmur always reigns in its foliage."—M. de GUERIN

LIKE a breath from the verdant meadows of the Sunny South, redolent of spring, Lila Lee trips into the devious ways of filmland, to search its highways and byways, frolic with its denizens, learn its arts and graces and cast for a time her fortunes with those of the Shadow World.

Nor has there ever, in the whole history of that mimic world entered one fitted by nature and education the better to grapple with its problems, adopt its ways or seize upon the hearts of those who follow its doings upon the silver sheet.

Youth, beauty, charm, enthusiasm—was ever a more wonderful equipment for the screen? And Lila Lee has all of these and more. Vivacious, sprightly, a mood for every moment and every one gracious and delightful; intelligence, the result of an extraordinary careful upbringing; ingenuousness, tempered ever so slightly by a little manner of wisdom and an inherent ability to grasp an idea, receive an impression, benefit by a suggestion; imagination, range of vision, generous and philosophic outlook upon the world—a characteristic seldom the concomitant of youth; a winsome charm, an *insouciance,* modesty that is never diffidence and withal the unspoiled sweetness of a child—such are the physical and mental qualities that Lila Lee brings to motion picture. With them how can she fail to establish for herself a position tenable only to those who are similarly equipped? And how few, after all, there are of these fortunate ones.

Yes, Lila Lee has all that any one could possibly wish for or hope for. Seeing her at work under George Melford in her first picture—a Paramount—one readily understands why the real successes among aspirants for screen honors are comparatively few. For how many young girls possess these attributes and essentials in their entirety?



Lila Lee

Fortunate, indeed, it is that one so gifted by nature should have had the training that has been accorded her by Mr. and Mrs. Gus Edwards. For while developing in her those latent talents that early gave evidence of their presence, her mentors were careful that they should be developed gradually and that no trace of self-consciousness or that unfortunate fault in so many children of the stage—preconsciousness—should gain ground in her mentality and influence her however imperceptibly.

The result has been—what has just been described; all the virtues with none of the vices of youth; all the sweetness with none of the spoiling faults; the freshness of outlook, the generous spirit, the purity of thought, the keenness of vision, the enthusiasm, strength, vivacity and indelible charm.

Nor will Lila Lee ever become less than she is, only, as years go on she will develop those inevitable qualities of maturity in thought and presence, adding always to her catalogue of good traits and increasing her understanding along the right channels.

Indeed, Lila Lee has much to be grateful for. She is beginning an auspicious career while still young enough to seize upon those first invaluable impressions of youth and adopt them into her edifice of Life. She is bringing to the world of shadows a substance that is very real and genuine and desirable, charms like those described by the poet who likened them to—

"new-mown meadows, when the grass exhales
Sweet fragrance—"

a charm that is wholly individual, refreshing and in every way delectable.

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Lila Lee or "The Cruise of the Make-Believes"

A Paramount Picture

HOW JESSE L. LASKY'S HUNT FOR NEW STAR RESULTED IN THE DISCOVERY OF LILA LEE

Little Actress Known in Vaudeville as "Cuddles" will Soon Be Famous for Her Beauty and Talent

ABOUT a year ago, Jesse L. Lasky, vice-president of the Famous Players-Lasky Corporation began a search for a new star; a girl possessed of undeniable beauty, youth and ability, or at least as much of ability as would indicate future possibilities on the screen. It was a long search; until a few weeks ago, a futile one; and then Mr. Lasky happened to see "Cuddles," a sixteen year old girl who was playing on the vaudeville stage in one of Gus Edward's "Kid Reviews." The search was ended, for shortly after that, "Cuddles" was signed as a moving picture star with the Famous Players Company.

Her history is an unusual one. She was discovered by Gus Edwards when she was seven years old, playing "Ring Around Rosie" in the streets of Union Hill, N. J. Mr. Edwards saw an attractive type in this child, which led to his immediately engaging her, with the consent of her mother, for vaudeville work which she has been doing ever since. Today she comes into her real name, Lila Lee and she is supported by a company of screen stars whose fame has spread all over the world.

She is still a child in years, but a superbly physical and temperamental exception, tall, faultlessly built, vigorous and athletic. As someone has said, "It is a wonder David Belasco has not acquired her because of her tender loveliness and that look of deep tragedy in her profile." And here is Lila Lee's first greeting to the thousands of film fans all over the country who will see her for the first time in the Paramount photoplay "The Ship of Make Believes."

"To those of you who have seen me on the stage as 'Cuddles' there will not be much to say," said Miss Lee, "You know how I love fun and adventure, and above all, pretty clothes. Being in pictures is going to mean lots of all three. And it's going to mean meeting such famous stars as Billie Burke, Elsie Ferguson, Mary Pickford, Julian Eltinge, 'Bill' Hart, Douglas Fairbanks and many others, for I shall be working in Paramount and Artcraft pictures exclusively now."

"I met Miss Clark and Miss Pauline Frederick the other day at the studio where I was taken for my first taste of screen life. Everything seemed so queer, and upside down from stage ways, but I liked it all just the same. For instance, the rehearsals—perhaps an hour or so on each scene and then it was taken and finished forever and ever. On the stage, you see, we have to rehearse each scene so many times that sometimes I used to get very very tired before I ever got a chance to go through it before the footlights.

"Miss Clark took me to her lovely dressing room —how I hope I'll get one as pretty—and showed me how to makeup. It has to be put on ever so carefully—much more so than for the stage, and is mostly white or yellow instead of pink. There were fascinating dresses lying all around and her maid showed me many others while Miss Clark was taking a scene. Of course, I can not tell very much about my first picture, but this I shall say, that I hope I will be allowed to wear dresses like Miss Ferguson, Miss Clark and the others.

"And I hope they will give me parts taken from stories of everyday American life. I want to be just a typical everyday American girl in my pictures and try to bring pleasure to the school girls and girls who work as well. Because I believe all girls like to see stories about themselves. They love fairy tales and adventurous stories, of course, but judging from my own tastes at least, the American girl likes best of all to see stories about things that might have happened to *her*—simple stories with perhaps a love theme worked in and lots of fun and pretty clothes—(there I go talking about clothes some more!)

"So now I have told you what I hope to do and 'how I like being in movies'—that question that I hear so many times each day. There's not much more to tell you-all, as my southern mammy used to say, except that I'm pretty happy at being able to come to you,—so many more of you than I used to see from the stage—and that I shall do my best to make you like me quite as much in motion pictures as you did me as 'Cuddles,' on the speaking stage."

Patrons of the ..... Theatre will be interested to learn that this charming prodigy will be seen at the playhouse next ..... in her initial photoplay, "The Cruise of the Make-Believes," a picturization of Tom Gallon's famous novel and produced under the direction of George Melford.

CAST AND STORY OF

"THE CRUISE OF THE MAKE-BELIEVES"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

BEAUTIFUL LILA LEE HAS A DELIGHTFUL PHOTOPLAY FOR HER PARAMOUNT DEBUT

"The Cruise of the Make Believes" Superb Starring Vehicle for Brilliant and Charming Young Actress

"THE CRUISE OF THE MAKE-BELIEVES"

The Cast

Bessie Meggison, a poor girl.....Lila Lee
Gilbert Byfield, a wealthy author. Harrison Ford
Daniel Meggison, Bessie's father, Raymond Hatton
Aubrey Meggison, Bessie's brother, William Brunton
Jordan Tant .....Parks Jones
Simon Quarle .....Spottiswoode Aitken
Uncle Ed .....Bud Duncan
Aunt Julia .....Eunice Moore
Mrs. Ewart Crane.....Maym Kelso
Enid Crane, her daughter.....Nina Byron
Proprietor of Saloon.....William McLaughlin
Byfield's landlady .....Jane Wolff
Butler of Dream Valley.....John McKinnon

THE STORY

BESSIE MEGGISON, sixteen years old, pretty and vivacious, lives with her father, Daniel Meggison, who is a shiftless and lazy man addicted to drink, and her brother, Aubrey, a ne'er-do-well, in a poor section of New York. She takes in roomers, scrubs the floors and works hard to keep up her home. In the backyard of her humble home, Bessie has rigged up an odd ship of make believe, provided with old chairs, bits of canvas and spare pieces of lumber. The wheel of the ship is taken from a discarded express wagon.

It is Bessie's custom to make fanciful voyages to distant and beautiful countries in this ship, whenever she feels the necessity of escaping from the rather drab existence which is her daily lot, and when things go unpleasantly at home, which is rather frequently. She is assisted in these whimsical voyages by Gilbert Byfield, a wealthy young man who is living in the slums while he is writing a book on social conditions. He seeks to make Bessie happy, and believing him to be the poor young man he represents himself to be, Bessie falls in love with him, especially as he is given to the habit of treating her to fifty cent table d'hote dinners after the completion of their periodical voyages on the ship of make believe.

Byfield is trying to lift Bessie's father and brother out of their environment and he makes a secret bargain with Meggison to take Bessie and Aubrey to the beautiful Byfield country home in Dream Valley for a vacation, the agreement being that Bessie must not know that Byfield is connected with the transaction in any way. He supplies Meggison with money and the latter announces to Bessie that he has made a large sum of money through judicious investments and that he has bought a beautiful country home. Bessie is charmed and after she has given up all her furniture to the landlord in payment of back rent, she and her father and brother start for Dream Valley.

Meanwhile, Mrs. Ewart Crane and her daughter Enid, have set their caps for Byfield and when they hear of Byfield's project to give the Meggisons a vacation, they start for Dream Valley to investigate. As the vacation month is drawing to a close, Byfield goes to the valley and Bessie, who is in complete ignorance of his ownership of the place, shows him about the grounds. Byfield learns from her that her father has completed all his arrangements to make the valley his permanent residence, and while Byfield smiles, he nevertheless demands an explanation from Meggison, who has invited people of his own set to visit him at the Byfield home, and who are drinking up his most expensive wines.

Meggison shrewdly guesses that Byfield loves Bessie, and he points out that the girl, who has developed into a real beauty, will become miserable if she learns of the deception practiced upon her, and that if she is compelled to return to the slums, she will die. Byfield realizes that Meggison is a rascal, though a good natured one, and he decides to keep up the deception awhile longer.

Byfield has a talk with Bessie and soon discovers that she loves him and when she tells him that love is better than all the money in the world, he leaves her reflectively. Mrs. Crane and her daughter arrive after Byfield leaves and they cruelly disillusion Bessie. When she realizes the truth, she weeps bitterly and returns to the slums. There is a "To Let" sign on the door of her home, and she steals into the back yard where the ship of make believe is lying in a state of almost hopeless collapse. She climbs aboard, but she cannot reconstruct her dreams and she falls sobbing to the floor.

Then Byfield, who has learned everything and followed her, comes through a hole in the fence and tiptoes to the ship. He stoops over Bessie and finally takes her in his arms. She sees a look in his face that reveals the story of his love to her and she nestles in his embrace, happy and contented.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of "The Cruise of the Make-Believes,"

A Paramount Picture

LILA LEE DAINTY PICTURE STAR MAKES SCREEN DEBUT IN BEAUTIFUL PHOTOPLAY

Delightful in Every Way She Proves a Revelation to Film Fans in "The Cruise of the Make-Believes"

THE face of Lila Lee is a new and charming addition to the films. If her work in "The Cruise of the Make-Believes," her first Paramount picture, which was presented at the ..... Theatre yesterday, is fair evidence of the sort of acting she is to give us in later screen plays, it is safe to assume that she will soon find her way to the hearts of thousands of admirers, and will be known as one of the prettiest and most popular little actresses in animated pictures.

"The Cruise of the Make-Believes" is a charming and fanciful story that holds the interest of the spectator throughout, and little Miss Lee's beautiful and mobile face expresses the changes of emotions evoked by the characterization, in a thoroughly delightful way. It is doubtful if a more suitable first story for Miss Lee could have been found than this charming screen version of Tom Gallon's famous novel.

"The Cruise of the Make-Believes" is just the sort of story that is needed nowadays. It is clean, spirited and humorous, and it kept the audiences at the ..... Theatre in good humor throughout each showing. There is no doubt from the applause and expressions of approval heard, that the film fans like Lila Lee and her delightful acting, so expressive of sparkling youth. She has been given the best support that Paramount had at its disposal and the result is a beautifully rounded performance.

The story has to do with little Bessie Meggison, who lives on Arcadia street, in the poorer section of New York. Bessie has a ne'er-do-well father and a lazy brother, but she manages to keep the home together by renting out part of the house to lodgers. When she becomes unhappy she goes to the back yard of her home, where she has rigged up a ship of make believe out of old chairs, canvas and odd pieces of lumber.

She is often visited by Gilbert Byfield, a young man who lives next door, and together they go on long and wonderful imaginary trips to foreign lands. Byfield is apparently poor, but really he is wealthy and is living in the slums to write a book on social conditions. Wishing to make Bessie's life happier he arranges with her father to take her to his (Byfield's) country home in Dream Valley for a month's vacation.

Meggison is not to tell her that it is Byfield's home, according to the agreement and Meggison carries out this scheme with a vengeance by telling Bessie that Dream Valley is his and that he has suddenly become rich through wise investments. The deception is finally shown up, but Byfield and Bessie, who have fallen in love with each other, are reunited happily.

Lila Lee makes Bessie Meggison a humorous, imaginative and lovable figure and her acting is always sure and vivid. Raymond Hatton as Bessie's father, does some of the best comedy character acting of his career. His Meggison is always true to life, yet laughable all the way through. Harrison Ford gives a satisfactory interpretation of the role of Gilbert Byfield and Spottiswoode Aitken is excellent as Simon Quarle.

Others who play important parts are William Brunton, Parks Jones, Bud Duncan, Eunice Moore, Maym Kelso, Nina Brown, H. M. O'Connor, Jane Wolff and John McKinnon. George Melford directed the picture with sympathy and a fine appreciation of its delicate values, and Paul Perry's photography was quite effective.

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
1h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

S E A EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c. including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

BROADWAY AND 77TH STREET
T. THEATRE
kawa. "Honor of His House."
s in "Riders of the Night."

IEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 6 Cathedral Parkway
3 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

EET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
nasks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

JESSE L. LASKY
presents

Lila Lee



in

"The Cruise of the Make-Believes"

LILA LEE'S a darling in this Paramount Picture: She's supposed to be a little slum girl who is simply yearning for romance and foreign lands. So what does she do?

Builds a ship in her back yard. Honest! *Such* a ship, and then Lila gets the finest young skipper aboard to help her sail.

Golly, the *times* they do have! Come and see them having them. Come and sail with them to the Cape of Adventure and the Land of Love. It will do your heart good.

PARAMOUNT THEATRE

Monument Square **Continuous 11-11**

UP AND DOWN BROADWAY

In and Out of the F'l... Studio

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE TAI
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & D
in "With Neatness and

M. & S. 6-8 Del
J. Warren Kerrigan in "T
Card." 5th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 Ea
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK.

Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washin
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA in "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal Con
Henry D. Walthall in "Humd
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

JESSE L. LASKY
presents

Lila Lee



in

"The Cruise of the Make-Believes"

By Tom Gallon

Scenario by Edith Kennedy

Directed by George Melford

Paramount Pictures

A Paramount Picture

Lila Lee Was Chosen From Thousands To Be Famous

LILA LEE is the lucky girl who was chosen from thousands of aspirants for motion picture fame.

The experts say that this 16-year old girl is *the* coming star.

They have started her steps on the paths that have been trod by the film players whose names are household words.

Is she worthy of the honor? Will she made good?

Come to see her in "The Cruise of the Make-Believes" and judge for yourself.

Paramount - Theatre -

To-day! To-day!

Jesse L. Lasky
presents

Lila Lee



in "The Cruise of The Make-Believes"

Scenario by Edith Kennedy
Directed by George Melford

A Paramount Picture

TRADE MARK Paramount Pictures

By Tom Gallon

IN this romantic picture Lila Lee shows all poor little girls how to sail away to happiness.

First you want your ship. That's easy. Get some old chairs, bits of canvas, spare pieces of lumber, and the wheel of brother's little express wagon. Fine ship!—but will it sail anywhere?

You bet it will. Come aboard with Lila Lee and see.

PARAMOUNT

Monument Square - THEATRE - Continuous 11 - 11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Cruise of the Make-Believes" A Paramount Picture

LILA LEE QUICK TO MASTER DETAILS OF SCREEN TECHNIQUE

Director George Melford Says Her Skill Is Little Short of Marvellous

GEORGE MELFORD, who directed "The Cruise of the Make-Believes," the new Paramount picture in which pretty Lila Lee makes her bow to the screen public, and which will be shown at the ..... Theatre next ....., goes on record as saying that the little star's quickness in learning the difficult aspects of screen acting is little short of marvelous.

"Although she is only sixteen years old," said Mr. Melford, "I have found Miss Lee the most intelligent novice in screen acting that has been brought to my attention in nine years of directing. I say novice, for although Lila had eight years of acting experience on the speaking stage when she came into the pictures, she knew nothing of screen technique until a few weeks ago.

"But in her test pictures she gave a splendid indication of the acting that was to follow. The tests revealed a beautiful little girl, with a mobile face, who passes swiftly and naturally from one expression to another, and who is absolutely devoid of self-consciousness.

"She has a nimble mind and a wonderful faculty for losing herself in her role. I consider her one of the big finds of the pictures."

Miss Lee is excellently supported in "The Cruise of the Make-Believes," according to Director Melford, who selected the players. Chief among these are Harrison Ford, who is a leading man of reputation, Raymond Hatton, one of the best known players of the screen, William Brunton, Parks Jones, Spottiswoode Aitken, Maym Kelso and Jane Wolff, all players of signal ability.

BUD DUNCAN FIRST FILM ACTOR LILA LEE SAW IN ACTION

Star of "The Cruise of the Make-Believes" has Novel Experience

THERE'S a little man by the name of Bud Duncan who plays a character role in "The Cruise of the Make-Believes" in support of Lila Lee. Bud is seen as Uncle Ed, the henpecked little husband of Aunt Julia, in that fanciful and humorous photoplay, the first starring vehicle of Miss Lee which will be presented at the ..... Theatre next .....

It is an interesting coincidence, Bud's appearing in Lila Lee's first Paramount picture, because he was the first moving picture actor she ever saw in action. The event happened seven years ago when Lila was a little tot. She was in vaudeville and was appearing at a Los Angeles theatre. She went out on location with a moving picture company for the first time and watched a scene being filmed. The stunt consisted in the dragging of Bud Duncan through the water in the wake of a swiftly moving motor boat.

Little Lila never forgot the stunt and the other day when she found Bud Duncan as one of the members of her company she said, "Why, I know you. You're the man that was pulled through the water seven years ago."

And Bud admitted it.

CLAUDE MITCHELL, assistant of Director George Melford, has given able assistance in the filming of "The Cruise of Make-Believes," the first Paramount picture in which Lila Lee is starred, and which will be a feature of the bill at the ..... Theatre on ..... next.

DAINTY LILA LEE QUITE AT HOME IN FIRST FILM ROLE

Plays Part of Big Hearted Girl in "The Cruise of the Make-Believes"

IT IS DOUBTFUL if any imaginary character and the actress portraying it ever had more in common than pretty Lila Lee, the diminutive screen actress, and the character of Bessie Meggison, which she assumes in her first Paramount picture, "The Cruise of the Make-Believes," and which will be shown at the ..... Theatre next .....

In this picture Bessie is shown as a big-hearted little girl, highly imaginative and sympathetic. In real life that describes Lila Lee. She is sixteen years old and she combines the charm of imaginative and sparkling youth with the acting ability of much older actresses.

She has already had eight years' experience on the speaking stage and she has assimilated the technique of acting before the camera with astonishing quickness. It is doubtful if a better vehicle than "The Cruise of the Make-Believes" could have been selected for her first picture.

Melford's Best Work

DIRECTOR GEORGE MELFORD has done some of his best work in the directing of Lila Lee in "The Cruise of the Make-Believes," the first Paramount picture in which she is starred, and which is on view at the ..... Theatre this week. Mr. Melford has a rare faculty for making the most of a humorous, fanciful and delicate story, and he has performed extraordinary feats in blending the sparkle and youthfulness of Lila Lee's acting and personality with the really beautiful story of "The Cruise of the Make-Believes."

HAS FEW EQUALS IN OLD MEN'S ROLES

Spottiswoode Aitken Supporting Lila Lee Is Famous Stage Player

SPOTTISWOODE AITKEN, who plays the role of Simon Quarle in "The Cruise of the Make-Believes" in support of Lila Lee, which will be presented at the ..... Theatre next ..... is without a doubt the best known player of old men roles in motion pictures. He has played father to numerous feminine stars and his work under D. W. Griffith in "The Birth of a Nation," and "Intolerance," and in pictures where he was featured with Robert Harron and Mae Marsh, will be remembered by all lovers of good acting.

Recently Mr. Aitken was identified with pictures in which Mary Pickford was starred, and in which he played important roles. In fact Mr. Aitken's benevolent old face is loved wherever pictures are shown.

An Excellent Cast

A DECIDEDLY strong cast supports Lila Lee in her first Paramount pictures. "The Cruise of the Make-Believes," now on view at the ..... Theatre. Heading the support are those three excellent actors Harrison Ford, Raymond Hatton, and Spottiswoode Aitken. Others who appear are Robert Brunton, Parks Jones, Bud Duncan, Eunice Moore, Maym Kelso, Nina Byron, H. M. O'Connor, Jane Wolff and John McKinnon.

Excellent Cameraman

PAUL PERRY is responsible for the photography in "The Cruise of the Make-Believes," the first Paramount picture starring Lila Lee, which is the picture at the .....Theatre this week, and he has done excellent work. Perry will be remembered for his excellent photography in "The City of Dim Faces," "Hidden Pearls" and other famous Paramount pictures.

CHARMING SCENES IN LILA LEE'S PICTURE

"The Cruise of the Make-Believes" Delightful Photoplay

THERE IS ONE charming scene in "The Cruise of the Make-Believes," the first Paramount picture starring Lila Lee, where the little heroine, Bessie Meggison, and Gilbert Byfield, the young-man-next-door, go forth to a fifty-cent table d'hote dinner.

"Can you afford it?" asks Bessie, wide-eyed, when Gilbert invites her.

"I think so," he answers, smiling. Being a millionaire incognito, why worry about a dollar?

So they go to a cheap restaurant, and Bessie eats and is happy. As she goes through the courses she remarks to Gilbert, "I mustn't leave anything. It would be awful to waste anything nowadays."

"Quite right," he assented approvingly.

So Bessie eats on, and when she has devoured all she can, the waitress brings pie and ice cream.

"Oh my!" sighed Bessie. And then, resolutely, "Well, I mustn't leave it." And she didn't.

This is only one of many delightful scenes in "The Cruise of the Make-Believes," which will be shown for the first time in this city at the ..... Theatre next ..... Record breaking business is assured.

Hatton Capable Actor

RAYMOND HATTON, who plays the role of Daniel Meggison in "The Cruise of the Make-Believes," Lila Lee's first Paramount picture which is being shown to delighted audiences at the ..... Theatre this week, has one of the best character roles of his career in that picture. Daniel Meggison is a humorous old ne'er-do-well and Hatton's work in bringing out the details of the old man's character has won much praise. Lately this popular actor has demonstrated his versatility by his excellent playing of comedy character roles.

HARRISON FORD NOTABLE PLAYER

Is Lila Lee's Leading Man in Her First Paramount Photoplay

HARRISON FORD, who plays the important role of Gilbert Byfield in Lila Lee's first Paramount picture, "The Cruise of the Make-Believes," which will be the attraction at the ..... Theatre next ....., is a leading man who is good looking, has charm of personality and possesses real skill in acting. Recently, screen fans have come to know him quite well through his excellent acting as leading man for Constance Talmadge and Vivian Martin. Before coming to the pictures Harrison Ford was well known on the speaking stage and he played leads in numerous Broadway productions.

In "The Cruise of the Make-Believes," Mr. Ford portrays the role of a millionaire who lives in the slums of New York for the purpose of gathering data for a sociological article and in this way he enters into the life of Bessie Meggison, a charming girl in whose ship of make believe which she has rigged up in her back yard, he frequently makes fanciful voyages to distant and beautiful countries. How he wins her love is told in a series of the most delightful scenes.

Talented Scenarist

EDITH KENNEDY, who wrote the scenario of "The Cruise of the Make-Believes," Lila Lee's first Paramount picture, which is being shown at the ..... Theatre this week, is a writer who has turned out numerous successful scenarios of late. She is the author of "The Bravest Way," and "Her Country First," pictures starring Sessue Hayakawa and Vivian Martin, respectively, and her work in picturing "The Cruise of the Make-Believes" has been done most skillfully.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE CRUISE OF THE MAKE-BELIEVES"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
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Two three-column

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Mats

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FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Cruise of the Make-Believes"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

We beg to call to your attention the fact that Lila Lee, the dainty Paramount star, a young actress of remarkable ability, will be seen in her first photoplay, "The Cruise of the Make-Believes", at our theatre on.....next.

Miss Lee, beautiful and talented, sixteen years old, was for years a favorite in vaudeville and known as "Cuddles". She is a new star in the silent drama, but it is said that her abilities and personal charms are of that delectable quality as will soon make her name famous wherever motion pictures are exhibited.

In her premier vehicle Miss Lee has an ideal characterization, that of a girl of the slums of noble ideals who, after a series of unusually interesting experiences finds love and happiness. She is admirably supported by excellent screen players, and it is safe to say that "The Cruise of the Make-Believes" forms an entertainment which for originality and artistry seldom has been excelled.

We gladly recommend this picture attraction to you, confident that it will sustain every promise made for it. Hoping you will afford us the opportutity of extending our courtesies at some time during its display at our theatre, I remain,

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Cruise of the Make-Believes"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that Lila Lee, the young, beautiful and talented Motion picture star, will be seen in her initial screen offering, "The Cruise of the Make-Believes", produced by Paramount, at our theatre next..... This is an event that should attract our clientele without exception.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Sweet Lila Lee, the new Paramount star, one of the youngest and most talented actresses in the silent drama, known for years in vaudeville as "Cuddles", will be seen in her first photoplay, "The Cruise of the Make-Believes" at our theatre next..... This is an unusual offering and should please our patrons immensely.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The Cruise of the Make-Believes", the superb Paramount photoplay which serves as the first starring vehicle for Lila Lee, the young and brilliant star, will be shown at our theatre today. It is perhaps needless to remind you that you will be wise to come early if you desire good seats.

Yours sincerely,

Manager _____

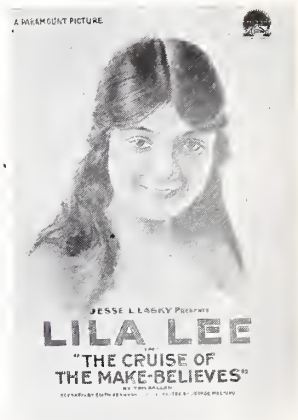
Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
"THE CRUISE OF THE MAKE-BELIEVES"

Always obtainable at your Exchange



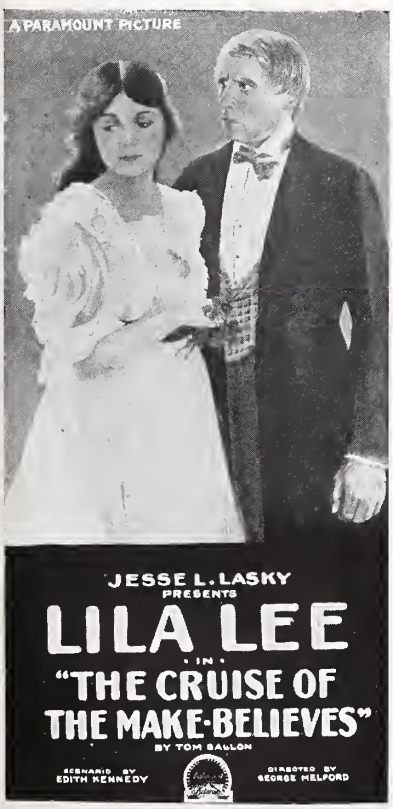
One Sheet



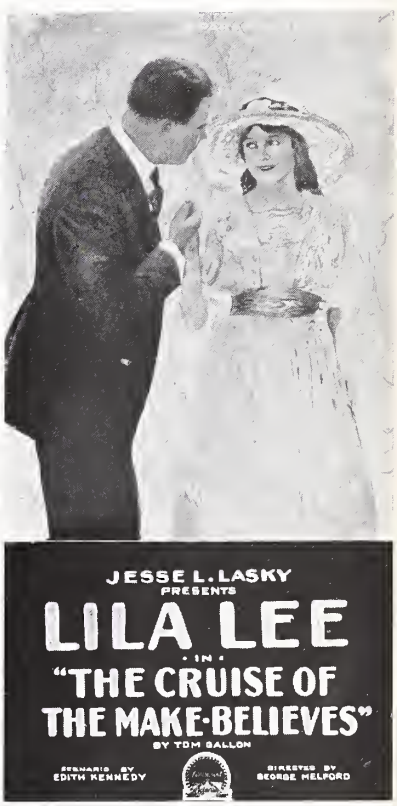
One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

SESSUE HAYAKAWA.....“THE HONOR OF HIS HOUSE”
JACK PICKFORD..... “HIS MAJESTY, BUNKER BEAN”
WALLACE REID.....“THE HOUSE OF SILENCE”
MARGUERITE CLARK..... .....“PRUNELLA”
VIVIAN MARTIN.....“UNCLAIMED GOODS”
MARGUERITE CLARK .....“RICH MAN, POOR MAN”
CHARLES RAY..... .....“PLAYING THE GAME”
BILLIE BURKE.....“LET’S GET A DIVORCE”
DOROTHY DALTON..... ....“TYRANT FEAR”
WALLACE REID..... ....“BELIEVE ME, XANTIPPE”
PAULINE FREDERICK.....“RESURRECTION”
ENID BENNETT.....“THE BIGGEST SHOW ON EARTH”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL”
SESSUE HAYAKAWA..... .....“THE WHITE MAN’S LAW”
DOROTHY DALTON.....“THE MATING OF MARCELLA”
CHARLES RAY..... .....“HIS OWN HOME TOWN”

WM. S. HART.....“THE TIGER MAN”
ELSIE FERGUSON.....“THE LIE”
DOUGLAS FAIRBANKS.....“MR. FIX-IT”
MARY PICKFORD..... .....“M’LISS”
WM. S. HART..... “SELFISH YATES”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 7

Johanna Enlists

Scheduled Release Date: **15 Sept 1918**

Mary Pickford



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

"JOHANNA ENLISTS"

An ARTCRAFT Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

PRODUCTION CUTS AND MATS

"JOHANNA ENLISTS"



Johanna retreats 720
MARY PICKFORD in "Johanna Enlists"
An ARTCRAFT Picture



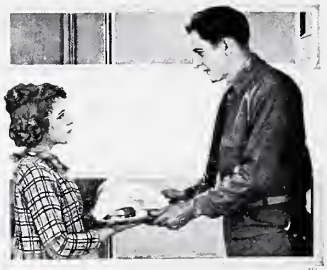
Arms and the girl 724
MARY PICKFORD in "Johanna Enlists"
An ARTCRAFT Picture



Salting it away
MARY PICKFORD in "Johanna Enlists"
An ARTCRAFT Picture



MARY PICKFORD in "Johanna Enlists"
An ARTCRAFT Picture



The servant of the house
MARY PICKFORD in "Johanna Enlists"
An ARTCRAFT Picture



MARY PICKFORD in "Johanna Enlists" An ARTCRAFT Picture



MARY PICKFORD in "Johanna Enlists" An ARTCRAFT Picture



MARY PICKFORD in "Johanna Enlists" An ARTCRAFT Picture



MARY PICKFORD in "Johanna Enlists" An ARTCRAFT Picture



MARY PICKFORD in "Johanna Enlists" An ARTCRAFT Picture

ISSUED IN SETS OF TEN, CONSISTING OF

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Centre Row—Three Two-Column Cuts and Mats.
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PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

WHY MARY PICKFORD'S "JOHANNA ENLISTS" IS A MOST NOTABLE PICTURE

MARY PICKFORD, THE STAR

MARY PICKFORD is admittedly the foremost motion picture actress in the world. She has attained that distinction by her talents, her winsome personality, her delightful artistry, her perseverance and ungrudging efforts to give to her admirers the best that genius has to offer. That she has reached the apogee of her fame is not conceded, for she is young and the plentitude of her powers is not yet achieved. I have frequently referred to Miss Pickford's artistry as being unrivalled in the exceptional field in which she shines, and I repeat that in every role she essays she exhibits that effervescence of youth which is a source of constant delight to her audiences. As the mantle of Rachel fell upon the shoulders of Sarah Bernhardt, so has the mantle of Lotta fallen upon the shoulders of "America's Sweetheart." I venture to say that in its nimbus, the genius of Mary Pickford shines no less refulgently than did that of the peerless Lotta of a generation ago. In "Johanna Enlists," Miss Pickford creates a new and delightful role and one which will serve to endear her the more, if that be possible, with the motion picture loving public.

RUPERT HUGHES, AUTHOR

THE story of "Johanna Enlists" is based upon "The Mobilizing of Johanna," written by Rupert Hughes, one of the most celebrated of contemporaneous American authors. Mr. Hughes wrote "We Can't Have Everything," which was scenarioized for Artcraft and which scored an immense success all over the country. There is a fascination about Mr. Hughes' stories, and their beauties thus far have not been lost in their translation to the screen

WILLIAM D. TAYLOR, DIRECTOR

WILLIAM D. TAYLOR is one of the best-known men in his field. He has produced numerous successful pictures for Paramount and Artcraft and his work is characterized by intelligence, discretion and fine taste. Mr. Taylor is thoroughly conversant with the technique of the stage, he having been an actor and director for many years. Mr. Taylor has joined the British army, so that "Johanna Enlists" is his last photoplay until the close of the war, at least.

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Back Cover
Current Releases

FRANCES MARION, SCENARIST

FRANCES MARION, who adapted "Johanna Enists" for the screen, is widely known as a scenarioist of unusual ability and skill. She has written many picture successes, but in none has her cleverness been displayed to finer advantage than in her latest effort.

A SPLENDID STORY

JOHANNA RENSSALLER, uncouth and freckled, has been reared on a farm amid surroundings not conducive to the development of all the good that is in her. She has a romantic soul, but her parents treat her exuberance with coldness. She never has had a love affair except with a brakeman at a distance, so that when a regiment of soldiers camps near the Renssaller farm, accompanied by many handsome officers, Johanna's prayer for a "beau" seemingly has been answered. Everybody, from the commanding officer to the humblest trooper, falls in love with her. She decides upon a milk bath to enhance her beauty, and this results in startling developments. A private who loves her enters the bathroom and an officer, believing the soldier has some ulterior motive, follows him. The officer is insulted and the offending soldier tried by court-martial. Captain Van Renssaller, the Adjutant of the regiment, takes a hand in the trial and when Johanna tells her story, which absolves the soldier of guilt and effects his release, he falls in love with her. When the regiment gets orders to move, Johanna, after exchanging vows of love with her handsome Captain, rides away on a gun carriage to become his bride in the next town.

EXCELLENT SUPPORT

MISS PICKFORD is splendidly supported in this photoplay. Her leading man is Douglas MacLean, an actor of skill and pleasing personality, while Monte Blue makes a fascinating army officer Others in the cast include Emory Johnson, Wallace Beery, Fred Huntley, Anne Schaefer, John Stepling and June and Jean Prentis.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on "Johanna Enlists" or Mary Pickford

RUPERT HUGHEST AND FRANCES MARION DO EXCELLENT TEAM WORK ON "JOHANNA ENLISTS"

One as Author and Other as Scenarist Have Provided Mary Pickford with Most Delightful Characterization

RUPERT HUGHES and Frances Marion—there's a combination to be reckoned with. And Mary Pickford's latest Artcraft picture, "Johanna Enlists," which will be shown at the .....theatre next ....., was picturized by Frances Marion from Mr. Hughes' story, "The Mobilizing of Johanna." To tell of Mr. Hughes' fictional activities would be to name a dozen of the most popular books of recent years. It may be remarked, incidentally, that he wrote "We Can't Have Everything," which Cecil B. DeMille recently produced for Artcraft. His short stories, novels and novelettes, which appear in the leading magazines and in book form, are read wherever English is spoken, and seem to contain the American characteristics in a startling degree.

Frances Marion has written many pictures for "America's Sweetheart" and is known far and wide in film circles as one of the most cultured of photoplaywrights, with imagination and a peculiar ability to invest her screen stories with a whimsical charm that makes them ideally suited to the star. At the same time she is capable of entirely different pictures—such as "The City of Dim Faces," which Paramount released, with Sessue Hayakawa in the star part. She has had much experience as a newspaper writer as well as in screen authorship and her varied activities in this direction have brought her into close contact with life in all its phases. Her sense of humor has been sharpened against the whetstone of life, and she feels what she writes.

So that those who see "Johanna Enlists" may be assured of a vehicle for their favorite little star that combines all the arts of literature, life, construction, force and humor, dramatically applied. Wm. D. Taylor directed "Johanna Enlists." He also did "How Could You, Jean?" with Miss Pickford, and "Captain Kidd, Jr.," to be released in the near future with the same star. He was director of the Tom Sawyer stories, featuring Jack Pickford, which gained for him unalloyed praise.

The cast of "Johanna Enlists" is one of great excellence, with Douglas MacLean as leading man and including such well-known players as Monte Blue, Emory Johnson, Anne Schaefer, Fred Huntley, John Steppling, Wallace Beery, Wesley Barry and others.

The big feature of the picture is undoubtedly the appearance in the military scenes of Mary Pickford's regiment, of which she is Godmother and Honorary Colonel—the 143rd Field Artillery, commanded by Col. R. J. Faneuf. The regiment "hiked," or rather rode, to Los Angeles from Camp Kearny while Miss Pickford was making the picture and she "enlisted" her "boys" to appear in the big scenes. Therefore, they are decidedly realistic. This is not, however, a war picture. It deals with the experience of a body of troops while encamped at a farm en route to a cantonment.

The comedy is supreme and the theme is timely. Johanna is a character who will never be forgotten.

TRADE MARK ARTCRAFT PICTURES

Cast and Story of "Johanna Enlists"

For Use of Exhibitors in Their House Organs or for General Publicity.

An Artcraft Picture.

MARY PICKFORD ROMANTIC COUNTRY GIRL IN MILITARY PICTURE "JOHANNA ENLISTS"

Theme Is Based Upon Rupert Hughes' Absorbing Story and Affords "Our Mary" a Delightful Characterization

"JOHANNA ENLISTS"

THE CAST

Johanna Renssaller.....Mary Pickford
"Maw" Renssaller, her Mother....Anne Schaefer
"Paw" Renssaller, her Father.....Fred Huntley
Private Vibbard.....Monte Blue
Capt. Van Renssaller.....Douglas MacLean
Lieutenant LeRoy.....Emory Johnson
Major Wappington.....John Steppling
Colonel Fanner.....Wallace Beery
Johanna's Brother.....Wesley Barry
Her Twin Sisters.....June and Jean Prentis

THE STORY

THE childhood of Johanna Renssaller had been a hard, merciless grind—just work from early morn till long after sunset, including the care of her young brother, twin sisters and the various animals which are found on a commonplace farm. Although descended from an old family, her father does not believe in education and has never heard of romance. The mother is about the same, only more so. Johanna is uncouth and freckled and her heart never has known but a single thrill, once, when she was in love with a "beautiful" brakeman—at long distance.

Then one day comes the strange flare of bugles and the startled Johanna sees a column of soldiers approaching along the road which passes by the Renssaller farm. Some are on horses and others are riding on gun carriages, in ammunition carts and ambulances. Johanna's secret prayer for the coming of a "beau" has been answered with a vengeance, for here are two thousand prospective ones.

Johanna, sitting on the fence, watches the troops approach and the colonel, riding up to her, asks the distance to Brockett's Corners. Informed that it is some miles farther, the colonel decides to camp his regiment on the Renssaller farm. Lieutenant LeRoy, who has been suddenly attacked by illness, is taken to the farm house and Johanna gives up her room to the handsome young officer. The farm soon blooms into a military encampment and Johanna is doing a flourishing business with an impromptu canteen, dispensing home-made pies and other delicacies to the hungry troopers.

One of the chief admirers of Johanna is Private Vibbard, although in a short time the entire personnel of the regiment falls more or less in love with the daughter of the house. Spurred by the lavish admiration which is showered upon her, Johanna seeks to enhance her personal appearance by banishing the freckles, dressing her hair and paying more attention to her dress.

Meantime, Lieutenant LeRoy continues to improve and to fall more deeply in love with Johanna. Then, one night, Johanna determines to follow the counsel of a beauty book and take a milk bath. LeRoy, hearing her go down stairs, believes that she is going out to meet Vibbard. Following soon after, he surprises her in the midst of her lacteal bath. Her screams attract the attention of Private Vibbard, who is just being relieved from his post. Rushing into the barn, Vibbard discovers the two and determines to "rescue" Johanna from what he believes to be her imminent peril. In the argument with LeRoy the private calls him a "piece of cheese" and he is immediately placed under arrest.

Charges of insubordination having been preferred, Vibbard is tried by a special court headed by Major Wappington. The trial takes place in a tent with Adjutant Van Renssaller, the aristocrat of the regiment, prosecuting the private. Johanna has met the adjutant, but they have not become very friendly, Captain Van Renssaller being rather inclined to pride of birth.

Not much headway having been made in getting evidence, Johanna is called to give her version of the affair. Thereupon, LeRoy seeks to have the charges dropped and Vibbard declares himself willing to die for Johanna. It then becomes not a question of Vibbard's guilt, but whether the lieutenant or the private shall win Johanna.

Meanwhile, the aristocratic Van Renssaller, discovering that Johanna's family is a distant branch of his own, and moreover a family whose progenitors had come over from Holland some years previous to his own ancestors in the seventeenth century, sees Johanna in a new light. The court-martial finally frees Vibbard and Captain Van Renssaller has little difficulty in persuading Johanna that all of the old Dutch blue blood should be kept in the family. Just about this time the regiment receives orders to move and Johanna, determined not to be left behind, purloins the uniform of one of the troopers and rides away on the caisson of a field piece to marry the Captain in the next town.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of "Johanna Enlists,"

An Artcraft Picture.

MARY PICKFORD'S NEWEST PICTURE "JOHANNA ENLISTS" IS A DELECTABLE COMEDY

Timely Patriotic Photoplay, Abounding with Humor, Proves Excellent Vehicle for Charming Artcraft Star

AND now comes the ever dainty, delightful and insouciant Mary Pickford, the nation's beloved, in a timely patriotic photoplay, abounding in the most delicious humor, unique in its settings, character and quality—a veritable protest against the old adage "there is nothing new under the sun."

For, decidedly, this new Artcraft picture, "Johanna Enlists"—taken from the story by Rupert Hughes, "The Mobilizing of Johanna," which received its premier here at the ..... theatre yesterday—is decidedly the richest, newest, most delectable comedy dealing with modern days that we have seen in a month of Sundays.

And as for "Our Mary" in the titular role—well, one can go no further than to say she is perfection. One loves every freckle (false, of course) upon her dainty nose, worships every grimace, and becomes fairly maudlin when she assumes her rightful beauty in the latter part of the story.

Frances Marion did the scenario, and as she has done nothing that deserves criticism in the past, it is hardly likely that the present story will prove open to any carping consideration. Indeed, the story is a perfect gem and this is, briefly, the way it goes:

Johanna is a poor child on a poorer farm. She is used but not reconciled to a monotonous grind from morn till night. Then a part of the Army comes marching by—or rather halts at the farm—and as one of the officers, a Lieutenant, suddenly becomes ill, a camp is made. Johanna nurses the patient; everybody, almost, falls in love with her, and she is in her glory. For, at last, she has not one, but hundreds of beaux.

A private is one of her chief admirers, but he has little chance against the officer. Then one night Johanna decides on a milk bath, having already eradicated the freckles. The officer hears her go down stairs and thinks she is planning a clandestine meeting with the private. She is caught in her lacteal ablutions and the private enters. The private insults the officer and is arrested. A trial by court-martial follows and the Captain—whose name is the same as Johanna's—Van Renssaller—also falls in love with the chief witness. And when the court-martial frees the private both he and the Lieutenant find they have lost out and Johanna, clad as a trooper, rides away on a gun carriage to wed the Captain in the next town.

Miss Pickford is, of course, the ever delightful Johanna and the Captain is enacted with unusual charm by Douglas MacLean. Monte Blue is the private and Emory Johnson is the Lieutenant. A splendid cast supports these players. The 143rd Field Artillery, Mary's regiment, took part in the ensemble military scenes. It is a wonderful little story and a deliciously humorous picture—and—that's all. And it is enough. Incidentally, William D. Taylor directed—and it is his last picture for some time—as he has gone to England to become a soldier.

TRADE MARK
ARTCRAFT PICTURES

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Buy Bonds
of the
4th
Liberty Loan
Now

Mary Pickford



IN
"JOHANNA ENLISTS"
By RUPERT HUGHES
An ARTCRAFT Picture

Scenario by Frances Marion
Directed by William D. Taylor

MARY PICKFORD plays the part of a little girl on a lonely farm who is simply dying for a beau—the only fellow she ever saw that she liked was a "beautiful" brakeman who went by very fast.

Then a camp opens up near by, and the farm is literally swarming with beaux in no time. Mary thinks she is not pretty enough and takes a milk bath, and one of the officers happens to call at a very awkward moment—you know how it is on a farm—no proper arrangements and all that—still, see this great Artcraft picture for yourself.

ARTCRAFT THEATRE
Monument Sq. From 11 to 11

Mary Pickford



in
"JOHANNA ENLISTS"
By RUPERT HUGHES

An ARTCRAFT Picture

Scenario by Frances Marion
Directed by William D. Taylor

THE erection of great army camps all over the country has brought an element of much needed romance into many a country girl's life.

In this sparkling new Artcraft Picture, Mary Pickford plays just such a part—the little girl who never had a beau and is dying for one.

And then comes the Camp—Lordy, Lordy, the beaux are as thick as flies 'round a jam pot. And she marries the Best Boy of the lot and rides off on a gun carriage—*some picture!!*

"The Home of Paramount and Artcraft Pictures"

ARTCRAFT THEATRE
10c-15c Monument Square From 11 to 11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
1h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c. including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

4TH T. THEATRE BROADWAY AND 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
, VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 36 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
uston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Ruky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
S MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

Mary Pickford



in

"JOHANNA ENLISTS"

An ARTCRAFT Picture

By RUPERT HUGHES

Scenario by Frances Marion Directed by William D. Taylor

SHE lives on a lonely farm, does Mary Pickford in this picture, and then the soldiers came.

Never a beau before and now Lovers three! A hardy aristocratic Captain, a handsome Lieutenant, and a peppery private! Who gets her? Bet you can't guess. The private knows he is heavily handicapped and calls the lieutenant "a piece of cheese"—which naturally gets him introduced to the Guard House, followed by a Court Martial. The Captain is the Prosecutor in the case, but Cupid addles the brains of everybody concerned . . . and eventually Mary Pickford rides away on a gun carriage to be married.

"Foremost stars, superbly directed in clean motion pictures"

ARTCRAFT THEATRE

10c and 15c *Monument Square* *Continuous 11 to 11*

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAD
4th Epis. "THE WOMAN IN

ST. MARKS 13 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 Del
J. Warren Kerrigan in "T
Card." 8th Epis. "Tho

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Po

PALACE 133 Es
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The So

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with J
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON in WM. S
"THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA In "
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILLIE BURKE in "Eve's

DECATUR Broadwa Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal Cont
Henry B. Walthall in "Humil
USUAL VAUDEVILL

IMPERIAL THEA. Halsey & Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to the Display of "Johanna Enlists,"
An Artcraft Picture.

MARY PICKFORD HAS MILK BATH IN NEW PICTURE

This Leads Up to Dramatic Court-Martial in Photoplay "Johanna Enlists"

A MILK bath and its dire consequences are finely pictured in Mary Pickford's latest Artcraft photoplay, "Johanna Enlists," a picturization of Rupert Hughes' well-known story "The Mobilization of Johanna," which will be presented at the ..... theatre next .....

The plot concerns the daughter of a poor farmer who has never experienced the joy of having a beau. A regiment of soldiers on their way to a cantonment passes the farm and one of the officers falling suddenly ill, they camp there and Johanna nurses the stricken soldier.

She is delighted, for her dreams have been realized. The officers and men fall in love with the quaint girl, despite her freckles, which she proceeds to eradicate. A certain private and officer are rivals in their attentions to her. One night Johanna decides to take a surreptitious milk bath for beauty's sake and the officer believes she is clandestinely meeting the private. The two men quarrel while Johanna is trying to hide in the tub.

The private calls the officer a "piece of cheese" and is court-martialed. Meantime the Captain, who boasts an aristocratic lineage, discovers that Johanna's last name is the same as his and when the private is exonerated by the court, takes the girl away with him to the next town to marry her, leaving the two disappointed lovers disconsolate.

This gives, it is said, little idea of the actual charm and whimsicality of the picture, which abounds in unique situations. The 143rd Field Artillery, encamped at Hollywood, supplied the military atmosphere.

MARY PICKFORD'S "JOHANNA ENLISTS" IS MILITARY PLAY

Subject of Timely Interest and Provides Star with Many Fine Opportunities

ALTHOUGH a military photoplay which deals only indirectly with the world struggle for democracy, Mary Pickford's new Artcraft picture, "Johanna Enlists," which will be presented at the ..... theatre next ....., is an offering of timely interest to the thousands of admirers of that dainty Artcraft star.

"Johanna Enlists" is a picturization by Frances Marion of Rupert Hughes' celebrated story, "The Mobilization of Johanna." It was directed by William D. Taylor and the military atmosphere was provided by "Our Mary's" own regiment of soldiers —the 143rd Field Artillery—of which she is the honorary colonel.

There is a real military court-martial, filled with thrills and military impressiveness. The regulations are strictly adhered to and in this respect the picture is in the nature of an educational force for those whose knowledge of military matters in time of war is limited. It is said the picture abounds with novel and humorous situations and enables Miss Pickford to do some of the most delightful work of her career.

The timely character of the story, the charm of the picturization, the wonderful acting of "Our Mary" and her adequate support are all cited as reasons why the photoplay should be received with enthusiasm by the motion picture public. Many amusing incidents occurred during the filming of the picture and these have been incorporated in the mise-en-scene. The support provided for the famous star is in every way adequate.

MARY PICKFORD'S NEW PICTURE IS DELIGHTFUL ONE

"Johanna Enlists" Is Humorous and Famous Star Has Splendid Role

FOR genuinely delicious humor and timely interest, announcement is made that Mary Pickford's newest photoplay, "Johanna Enlists," a screen adaptation of Rupert Hughes' successful story, "The Mobilization of Johanna," which will be shown at the ..... theatre next ....., is perhaps the most pleasing offering of the season and in many respects one of the most novel and delightful vehicles ever provided for this famous cinema star.

One feature of unusual interest which makes this photoplay most notable is that the military scenes with which it abounds presents the members of the 143rd Regiment, Field Artillery, of which Miss Pickford is the honorary colonel. The troops were encamped at Universal Ranch, in California, where the scenes were "shot," and they will, of course, be absolutely realistic, even to a court-martial which is carried out with every attention to detail.

Miss Pickford has a charming role in this picture. It is said to be quite different from any she has essayed heretofore. She is a freckled country girl with a highly romantic turn of mind, and when she decides to take a milk bath to improve her beauty, interesting developments occur. A jealous soldier and his rival, an officer, provide the situation which ends in an insult, a court-martial, and the appearance of the hero on the scene. Of course, the finale is happy for all concerned. Miss Pickford is splendidly supported by a cast of picked players, her leading man being Douglas MacLean.

MARY PICKFORD LOSES DIRECTOR

W. D. Taylor Completes His Last Artcraft Photoplay

AFTER Mary Pickford had completed "Johanna Enlists," her next Artcraft offering, William D. Taylor, her director, went to England to enter an officers' training camp. This picture is military in character and has to do with certain incidents while a body of United States troopers is on its way to a cantonment. It is asserted that "Our Mary" has a role which for delightful character is unexampled in any of her former productions.

The scenario of "Johanna Enlists" was written by Francis Marion and is an adaptation of Rupert Hughes' novel, "The Mobilization of Johanna." In it Mary makes a decided transformation —from a gawky, freckle-faced, awkward country girl to a dainty young person minus the freckles and all the other marks of her uncouth "bringin' up." Douglas MacLean is leading man and there is a fine supporting cast. "Johanna Enlists" will be shown at the ..... theatre on ..... next.

Delightful Photoplay

MARY PICKFORD'S latest Artcraft photoplay, "Johanna Enlists," which is the attraction at the ..... theatre this week, is in every respect a delightful photoplay. It has a military atmosphere and abounds with humorous situations. The picture was excellently produced and the supporting players are of a high order of merit.

MARY PICKFORD HAS THREE LEADING MEN

Famous Star Finely Supported in "Johanna Enlists"

MARY PICKFORD has three leading men in her support in her newest Artcraft picture, "Johanna Enlists," which will be presented at the ..... theatre next ..... At least there are three important male roles, but as Douglas MacLean wins Mary in the closing scenes, he is officially designated as the lead. The other roles are taken by Emory Johnson and Monte Blue, two well-known juveniles. It is the third Pickford-Artcraft film directed by William D. Taylor and "Mary's Lambs," officially known as the 143rd Regiment, United States Field Artillery, figure prominently in the filmplay.

During the filming of the picture Miss Pickford was awarded the honor of leading the grand march at the biggest dance ever given in the West—a Red Cross open-air ball given by the Los Angeles Produce Exchange. The ball occurred at the Los Angeles Wholesale Terminal, the largest place of its kind in the world, the dancers occupying the center of the tremendous court where the truck gardeners come to sell their produce to the commission men. There were fifteen thousand in attendance, with 2,500 couples in the grand march, which was headed by Miss Pickford and Dustin Farnum.

A Pathetic Incident

A PATHETIC incident occurred during the filming of "Johanna Enlists" when the mother of the twin babies used in the story learned that her husband had been killed in action in France. The Prentis children are two of the prettiest juveniles that have appeared in screen productions. "Johanna Enlists," starring Mary Pickford, will be shown at the ..... theatre on ..... next.

MARY PICKFORD IN MILITARY PICTURE

Star Has Delightful Vehicle in "Johanna Enlists"

MARY PICKFORD has come into her own. She has done a military picture—"Johanna Enlists"—for Artcraft, and used in it her own beloved boys of the 143rd Field Artillery, of which she is godmother. Could anything be finer? And Mary, you know, is Colonel of the 143rd—Honorary Colonel Mary Pickford!

The picture comes to the ..... theatre on ...,. and if you miss it, we are told, you will miss a veritable treat. There is humor, pathos and the daintiest of love stories in the film, which William D. Taylor directed and Charles Rosher photographed.

Good Leading Man

DOUGLAS MACLEAN, who supports Mary Pickford in "Johanna Enlists," her newest Artcraft picture, directed by William D. Taylor, which will be seen at the ..... theatre on ....., is one of the most pleasing types of leading men, with not only good looks, youth and personality, but with talent as well. His part in "Johanna Enlists" is that of a young and aristocratic Captain of an American company of troops, but he "falls" for Johanna when he learns that her last name is like his—Van Renssaller. Douglas MacLean has done much stage and screen work and in both departments of the drama has achieved a reputation for conscientious and capable acting.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Johanna Enlists"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Madam:-

We are pleased to inform you that Mary Pickford will be seen in her latest Artcraft photoplay, "Johanna Enlists," at this theatre next.....

The popularity of Miss Pickford, aside from her genius, will make this presentation at our theatre an epochal event. Coupled with these qualifications, "Johanna Enlists" is a military photoplay of exceptional human interest, in which "Our Mary" has a role which will both delight her admirers and add new laurels to her wreath of fame as a screen player of the highest attainments.

The photoplay is filled with many thrilling situations, while the theme is one of the deepest heart appeal. We believe the subject will interest you, and we respectfully invite you to be present at the premier showing in our playhouse.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Johanna Enlists"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that sweet Mary Pickford will be seen in her latest photoplay, "Johanna Enlist," at this theatre next.....

This is an exceptionally fine photoplay which will be a source of delight to Miss Pickford's countless admirers.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The announcement of the forthcoming presentation at this theatre of Mary Pickford's newest Artcraft photoplay, "Johanna Enlists," has caused a sensation among our clientele. It is perhaps unnecessary for us to warn you that you must come early if you desire good seats.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that Mary Pickford's photoplay, "Johanna Enlists," at this theatre latest Artcraft photoplay, "Johanna Enlists," will be presented at this theatre today. This is an ideal picture for Miss Pickford and it will prove a delight to all admirers of that popular screen star.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"JOHANNA ENLISTS"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets
1 Star Stock, 24 Sheet
24 Sheet Stand

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

485 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS AND SLIDE
FOR
MARY PICKFORD in "JOHANNA ENLISTS"

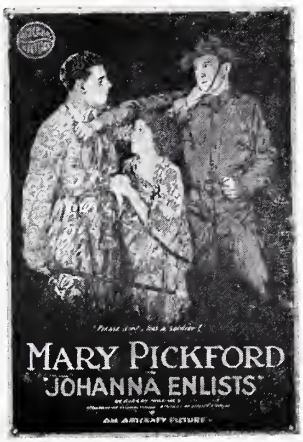
Always obtainable at your Exchange



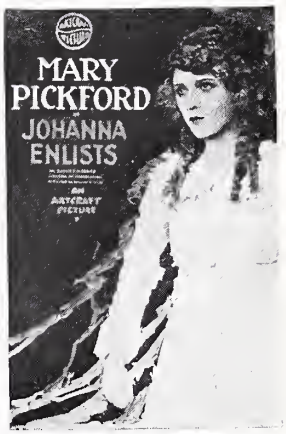
Three Sheet



Six Sheet



One Sheet



One Sheet



Three Sheet



Six Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHANNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 8

Out of a Clear Sky

Scheduled Release Date: **15 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

Marguerite Clark

in

"Out of a Clear Sky"

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

STOCK PRODUCTION CUTS AND MATS

MARGUERITE CLARK in "OUT OF A CLEAR SKY"



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



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A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture



MARGUERITE CLARK in "Out of a Clear Sky"
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

PARAMOUNT PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES | FAMOUS PLAYERS-LASKY CORPORATION | AD CUTS and MATS

Little Editorials on Marguerite Clark's "Out of a Clear Sky"

MARGUERITE CLARK, STAR

CERTAIN motion picture reviewers of discrimination and taste have referred admiringly to Marguerite Clark as the "sweetest girl in motion pictures." Everyone, as far as I am aware, readily coincides with this view, but I am prepared to go further and add that Marguerite Clark has no superior in the silent drama in the diversified field of portrayals with which her name has been heretofore associated. Her remarkable success in the "Bab" pictures, "The Seven Swans," "Rich Man, Poor Man," "Prunella," "Uncle Tom's Cabin" and many other Paramount photoplays, is a fitting testimonial to her genius and to her complete mastery of the technique of the art she so splendidly adorns. The screen knows no more delightful comedienne than Miss Clark, and her infectious humor, so manifest in all of her characterizations, is conveyed to her audiences with irresistable appeal. In her new photoplay, "Out of a Clear Sky," Miss Clark is seen as a petite, winsome and willful Belgian Countess who refuses to be converted into an immobile pawn of state. It is a delightful role, filled with delicious lights and shades, and I shall be keenly disappointed if it is not acclaimed by press and public alike as one of her most charming and artistic screen portraits.

THE AUTHOR

MARIA THOMPSON DAVIESS, author of "Out of a Clear Sky," is a writer of ability who has written several novels and numerous magazine stories which have been highly successful. She possesses that quality so essential to success, but too often lacking in writers for the screen—imagination, and in her latest production, she has presented several charming character portraitures which coupled with unusually interesting story, making this photoplay one of superior merit.

THE DIRECTOR

MARSHALL NEILAN, one of the best and most favorably known screen directors in the country, supervised Miss Clark in "Out of a Clear Sky." Mr. Neilan directed Mary Pickford in many of her most notable successes, and it is needless to say that all pictures superintended by him bear the ineradicable stamp of superiority in every scene.

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Production Cuts and Mats

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Inside Back Cover—Paper and Slides
Back Cover—Latest Releases.

A DELIGHTFUL STORY

CELESTE, Countess of Bersek et Krymn, a diminutive but self-willed Belgian maiden of high degree, refuses to be used as a pawn of state to further the political ambitions of her scheming Uncle Dyrek who orders her to marry a German Prince and thereby aid his plans. When he insists, Celeste slips away with her governness and steams to New York. Uncle Dyrek follows her and begs her to return to Belgium, but she refuses to comply with this demand. She goes to Tennessee, followed by her persistent relative, and ultimately finds herself, alone and friendless, in a mountain gorge. A prey to despair, she weeps and is discovered by Robert Lawrence, a wealthy land owner who, after hearing her story, promises to help her. He takes her to the cabin of a friend in a fierce storm and learning that Uncle Dyrek is in the vicinity, he leaves Celeste to see that worthy and throw him off the scent. In his absence, Celeste is prevailed upon by a boy to visit his granny in the mountains, and they have scarcely left the cabin when it is destroyed by lightning. On his return, Lawrnce finds fragments of Celeste's dress, and believing her dead, he is filled with despair, for he realizes that he had loved her. He finds her later and is overjoyed. He tells her that he can rid her of her importunate uncle by showing him the charred remains of her dress and informing him that she is dead. Celeste approves of this plan and Uncle Dyrek gives up his search, convinced that his niece is dead. Lawrence returns to Celeste and they plight their troth.

STRONG SUPPORT

AN excellent supporting cast has been provided for Miss Clark in this photoplay. Thomas Meighan is leading man and strong roles are in the hands of Edward J. Radcliffe and Raymond Bloomer. Other capable players in the cast are Robert Dudley, Maggie Holloway Fisher, Helene Montrose, Robert Vivian, Bobby Connelly and Nell Clark Keller.

THE PHOTOGRAPHY

THE late Walter Stradling, who was recognized as one of the best cameraman in motion pictures, performed his last work in "Out of a Clear Sky." Mr. Stradling had hardly completed the picture when he fell a victim to pneumonia. He was identified with motion pictures for more than twenty years and his passing is sincerely mourned.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Marguerite Clark or "Out of a Clear Sky"

A Paramount Picture

Dainty Marguerite Clark, Beautiful Paramount Star, has Become Army Lieutenant's Bride.

Celebrated Screen Actress Will Be Seen in Re-Issue of Picture in Which She Made Her Cinema Debut ——Her Successful Career.

DAINTY Marguerite Clark, delightful star in Paramount pictures who is beloved by every motion picture fan in the country, has fallen victim to Cupid's darts and has become the bride of Lieut. H. Palmerson Willians, U. S. A. Miss Clark met Lieut. Williams in New Orleans when she went to that city some months ago on her famous Liberty Bond tour which resulted in the sale by her of $18,000,000 worth of bonds and he easily persuaded her that as far as he was concerned, matrimonial bonds with her as his life's associate were infinitely preferable to Liberty Bonds, although he is himself the patriotic holder of these to a large amount.

By a coincidence, Miss Clark's admirers will be afforded the privilege of seeing her in "Wildflower," the first Paramount picture in which she made her screen debut, and her latest photoplay, "Out of a Clear Sky," during the same month—September, 1918. The first named will be a reissue to be released on September 8, while the other follows a week later on the 15th. Both are delightful photoplays and in each Miss Clark will be seen to great advantage.

Miss Clark's success since her screen debut has been phenomenal. In this connection some facts regarding her career will not be amiss. She was born in Cincinnati, and was reared in a convent. She made her professional bow to Baltimore as a member of the famous Aborn Opera Company. After appearing in several musical plays, she became De Wolf Hopper's leading lady in several memorable successes. Then she became co-star with Jefferson De Angelis in "The Beauty Spot." Her first stellar role was the lead in "The King of Cadonia." Then she played in the all-star revival of Jim the Penman," which was followed by "Baby Mine." Miss Clark then appeared at the Little Theatre, New York, in "The Affair of Anatole." Next came "Snow White" and then the delightful "Prunella" in each of which she was starred at the Little Theatre.

Miss Clark's appearance in "Wildflower" was hailed with delight by the American and British public alike as the advent of a star who had filmdom at her feet. Never has any actress, however popular on the stage, so completely captured the fancy of the motion picture public with her first appearance on the screen, as did Miss Clark. Dainty, girlishly impetuous, bubbling over with radiant animation, with the face of the veriest ingenue, but the brain and the artistry of a trained actress, Marguerite Clark could not possibly fail to catch the popular fancy instantly.

Following her overwhelming success in "Wildflower," Miss Clark was induced to abandon the stage permanently and appear exclusively in productions of the Famous Players Film Company, being starred by that organization in "Gretna Green," "The Pretty Sister of Jose," "Helene of the North," Mark Twain's masterpiece, "The Prince and the Pauper," "Mice and Men," "Out of the Drifts," "Molly-Make-Believe," and "Silks and Satins." "Little Lady Eileen," "Still Waters," "The Fortunes of Fifi," "Miss George Washington," "The Valentine Girl," "Snow White," "The Amazons," "Bab's Diary," "Bab's Burglar," "Bab's Matinee Idol," "The Seven Swans," "Rich Man, Poor Man," "Prunella" and "Uncle Tom's Cabin."

In "Out of a Clear Sky," which will be shown at the.....theatre next....., Miss Clark portrays the role of a dainty Belgian countess who flees to this country to escape an odious marriage with a dissolute German prince. There are many interesting scenes in the picture, all of which are calculated to hold the attention of spectators to the final situation of a most dramatic and effective story.

CAST AND STORY OF "OUT OF A CLEAR SKY"

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

"OUT OF A CLEAR SKY" STORY OF BRAVE BELGIAN COUNTESS WHO HAS A MIND OF HER OWN

Delightful Characterization Afforded Marguerite Clark in Her New Paramount Photoplay

"OUT OF A CLEAR SKY"

THE CAST

Countess Celeste de Bersek et Krymn — **Marguerite Clark**
Robert Lawrence, a Landowner — **Thomas Meighan**
Uncle Dyrek, Celeste's Relative — **E. J. Radcliffe**
Crown Prince — **Raymond Bloomer**
Boy — **Bobby Connelly**
Father — **Robert Dudley**
Steve — **W. P. Lewis**
Granny White — **Maggie H. Fisher**
Governess — **Helene Montrose**
Valet — **Robert Vivian**
Mamie — **Nell Clark Keller**

THE STORY

DIMINUTIVE and charming, but stately and self opinionated, Celeste, Countess of Bersek et Krymn, refuses to be a pawn of state when her uncle, a scheming Belgian prince, seeks to force her to marry a German prince, so that he may cement his relations with the Hun government. The refusal of the countess to comply with his demands, does not meet with the approval of Uncle Dyrek, and he does all in his power to bring about the marriage by throwing the Crown Prince and Countess Celeste together, despite the protests of the latter, who thoroughly despises the German who would make her his bride.

Finding that her resistance is useless and that she is indeed a pawn of state, Celeste resolves to make her escape. She accordingly goes to the seaboard by stealth accompanied by her governess, and the two escape to the United States incognito just as they are about to be captured by Uncle Dyrek and his henchmen. He contrives to get on board the steamship however, and when the vessel reaches New York, he begs her to return to Belgium on the next steamship. Celeste manages to evade him and rushes to a railroad station and without having any definite destination in view, she is carried to a mountainous region of Tennessee and leaves the train as it emerges from a mountain gorge.

Dispirited, tired and hungry, Celeste sits down near a fallen tree and weeps. At this juncture Robert Lawrence, a wealthy landowner, handsome and athletic, appears. Her tears and loneliness appeal to his generous nature, and he consoles her. Celeste tells him her harrowing story and he promises to help her to the full extent of his power. A tropical storm overtakes them and placing her upon his horse, he rides with her to the cabin of a friend where they find shelter. He then returns to stall off the pursuing uncle who is somewhere in the vicinity eager to capture the little runaway.

Meanwhile, in the cabin, Celeste finds a boy who gives her some dry clothes and asks her to go with him to the cabin of his grandmother who lives some distance away. They have scarcely left the cabin when it is struck by lightning and destroyed. When Lawrence returns he finds the remains of Celeste's dress in the debris and, believing her dead, is heartbroken over her tragic fate. He realizes that he has learned to love her and her apparent death fills him with despair.

But he later finds her at Granny White's cabin and at sight of her, his relief and joy are boundless. He tells her that he can rid her of her uncle forever by showing him the charred fragments of her dress, but this course once agreed upon, it will be impossible for her to ever prove that she is alive. Celeste agrees to this joyfully and Lawrence tells Uncle Dyrek that Celeste is dead. The latter is convinced of this when he sees the proof and after his departure, Lawrence and Celeste plight their troth.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the first Display of "Out of a Clear Sky," A Paramount Picture

MARGUERITE CLARK ACHIEVES TRIUMPH IN DELIGHTFUL NEW PICTURE "OUT OF A CLEAR SKY"

Beautiful Paramount Star's Portrayal of Role of Belgian Countess Is Artistic and Photoplay Makes Big Hit

MARGUERITE CLARK who, according to her admirers all over the country is the "sweetest girl in motion pictures," a statement none appears willing to dispute, was seen as a dainty, self-willed, democratic Belgian countess in her new photoplay "Out of a Clear Sky," with great success at the.....theatre yesterday.

The triumph of the star and photoplay was instantaneous. It must be conceded by even the most blaze patrons of the movies that "Out of a Clear Sky" is a production far above the average. The story is a charming one, the direction and photography are of the highest class, and the various characterizations are in the hands of painstaking and talented players. From every point of view therefore, this delightful picture is commendable in the highest degree.

Celeste, the tiny but stately Countess of Bersek and Krymn, is desired by her scheming uncle to offer herself up as a pawn of state, in order to cement his relations with Germany. Celeste, a Belgian to the core, refuses to agree to a marriage with a German prince and in order to avert complications, escapes with her governess to America. Her uncle follows her, and when the steamship reaches New York, he desires her to return to Belgium on the next vessel. Celeste again manages to slip away from him and catches a train South and succeeds in hiding herself in a Tennessee mountain gorge.

Tired, hungry and dispirited, she sits down near a fallen tree and sobs out her heart. There she is discovered by Robert Lawrence, a handsome young woodsman and wealthy landowner. After hearing her story, he promises to help her. A terrible storm comes up, so he sets Celeste upon his horse, and carries her off to the cabin of a friend. Then he goes back to stall off the pursuing uncle. In the cabin there is a little boy who gives Celeste some dry clothes to wear and asks her to go with him to the cabin of his grandma some distance away. No sooner have the two left, than the cabin is struck by lightning and destroyed.

When Lawrence returns he finds the remains of Celeste's dress and believing her dead, is heartbroken over her tragic end. He realizes now that it was something more than common humanity, which prompted him to assist her. But he finds Celeste safe and sound at Granny White's cottage, and his relief and joy are boundless. He tells her that he can rid her of her uncle forever by showing him the charred remains of her dress, but this once done, it will be impossible for her to ever prove again that she is alive.

Celeste agrees to this and when the uncle comes, Lawrence tells him of the death of his niece and signs an affidavit to that effect. The uncle goes away convinced of Celeste's death. When he has gone, Lawrence turns to Celeste and asks her if she will return to Belgium or let him take care of a poor, destitute little princess until death. She goes to him and he takes her in his arms.

The picture is based upon the book by Maria Thompson Daviess and the scenario was prepared by Charles Maigne. The director was Marshall Neilan and the photographer, the late Walter Stradling. Chief in Miss Clark's support is Thomas Meighan, whose portrayal of a rugged Westerner was most enjoyable. Others in the support included E. J. Radcliffe, Raymond Bloomer, Nell Clark Keller, Robert Dudley, Bobby Connelly, Maggie Holloway Fisher and Helene Montrose.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

child was placed in care of Mrs. Meyer. Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

pellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Adolph Zukor *presents*

Marguerite Clark



"Out of a Clear Sky"

By Maria Thompson Davies, *scenario by* Charles Maigne, *directed by* Marshall Neilan.

IT wasn't necessary for lightning to strike twice in the same place in "Out of a Clear Sky!" It struck right in the bull's-eye the first time and cemented the Belgian Princess and the American Citizen in the bond of matrimony.

You see, Marguerite Clark had to leave her tiny kingdom in Belgium when the Prussian Huns defiled her country. So she came to America and when she was walking through a mountain gorge a bolt of lightning popped out of a clear sky and "introduced" her to her future husband.

Come and see it!

PARAMOUNT THEATRE

On the Square — Continuous 11—11

Adolph Zukor *presents*

Marguerite CLARK

in



"Out of a Clear Sky"

A Paramount Picture

SOME folks say that Cupid shoots arrows of love but Marguerite Clark will solemnly attest that he uses bolts of real lightning.

In her character as a self-exiled Belgian princess she falls in love with an every-day citizen of the U. S. A. via the lightning route.

No, we're not joshing you! She gets introduced to him by a bolt of lightning.

It's too thrilling to picture in words. Come on down and see it at the

PARAMOUNT THEATRE

On the Square
Continued 11—11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
14th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
...er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELIA HALL.
...ils "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
...er—The Beast of Berlin"
...ATHE NEWS COMEDY
VAUDEVILLE

...IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
...EM in "ROUGH & READY."
...Eve., 15c, including war tax.

...GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
...BRADY in "THE TRAP."
...THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

...TH BROADWAY AND
...THEATRE 77TH STREET
...kawa "Honor of His House."
...s in "Riders of the Night."

...EATRE 8TH AVENUE AT 44TH STREET
...RDEN, "The Splendid Sinner"

WEST SIDE
...h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...AN 36 Cathedral Parkway
2 to 11 P. M.
...IVET, in "Lest We Forget"

116th St. & 5th Ave.
...SUBMARINE EYE,"
...THE WOMAN IN THE WEB."

...REET & MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME"
..."THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...ston Forbes-Robertson
...asks and Faces."

...EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
...NNETT in "THE KEY TO
...USNESS." Toto Comedy.

...onderland THIRD AVENUE AT 162D STREET.
...hillips in "The Risky Road"

...COMEDY 3754 3d Ave.
...IAFERRO, 'The Three of Us'
...STORY COMEDY

...Westchester Av. & 161st St.
...TANCE TALMADGE
...THE STUDIO GIRL"
...TH CLIFFORD
...E GUILT OF SILENCE"

...EATRE, 4048 Third Av.
...iscale in "Madame Who?"

...RESCENT 168TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S PL. & ALBANY AVE.
...iscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...edford Section

...RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
...AM FARNUM
IN
...S MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

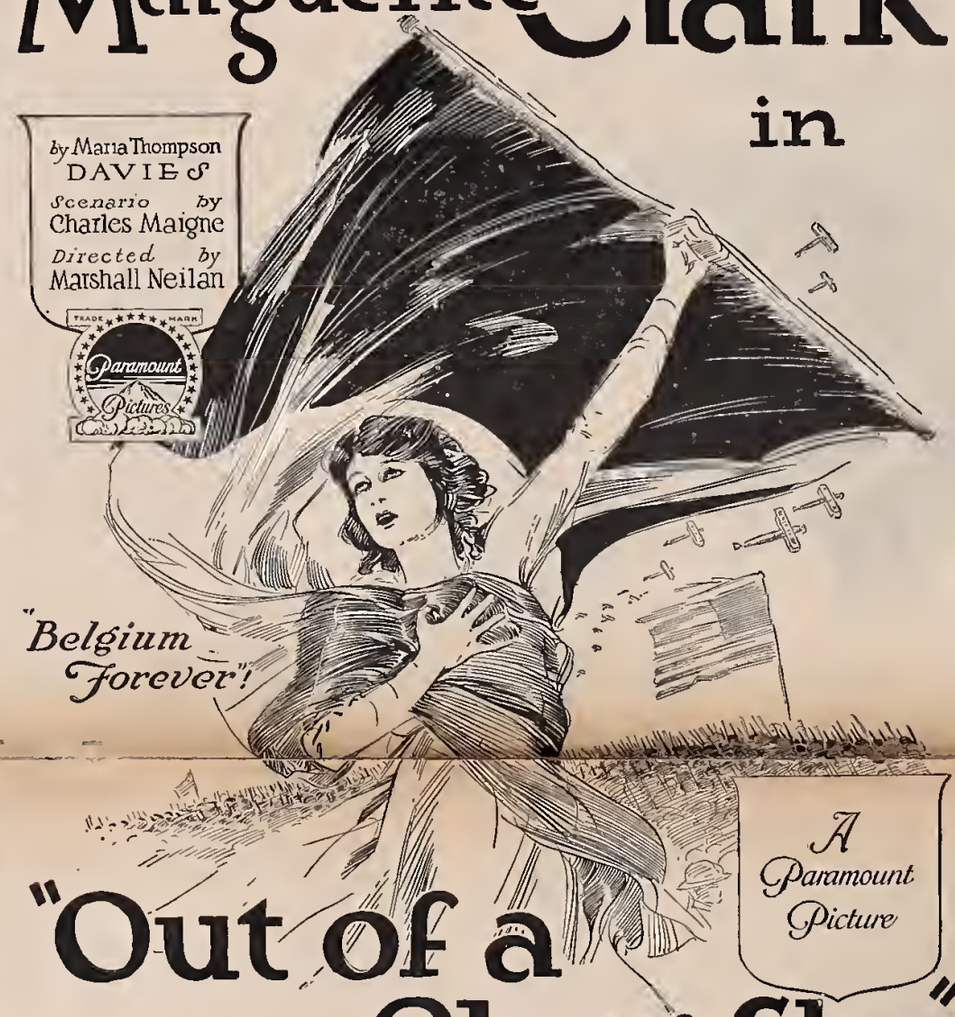
Adolph Zukor *presents*

Marguerite Clark

in

by Maria Thompson DAVIES
Scenario by Charles Maigne
Directed by Marshall Neilan

TRADE MARK Paramount Pictures



A Paramount Picture

"Out of a Clear Sky"

WANT to know how a Belgian treats a Hun? See Marguerite Clark's newest Paramount Picture.

Marguerite Clark play the part of a Belgian Princess who is approached by a Hun with an offer of marriage.

That where the fire-works start!

The fire-works end when she marries a good, old-fashioned citizen of these United States—the kind of a fellow you'd want her to marry.

By the way, she gets introduced to him by a bolt of lightning.

All right, don't believe it if you don't want to! Seeing's believing though! Come and see for yourself!

PARAMOUNT THEATRE

On the Square — Continuous 11—11

UP AND DOWN BROADWAY

In and Out of the ...Studios

BELOW 14TH

NEW STAND EAST ...
& MARK...
Mrs. Vernon Castle, "Hillcrest Mystery"
"His Old-Fashioned Dad" & Alice ...

ORPHEUM 126 Secon...
FRANK KEENAN in "LOAF...
4th Epis. "THE WOMAN IN ...

ST. MARKS 133 Sec...
CARLYLE BLACKWELL in ...
OUT." "THE EAGLE'S ...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 16 "THE MYSTER...

M. & S. Theat...

AMERICAN MOVIES ...
Francis X. Bushman & B...
in "With Neatness and ...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

NEW 14th ST. 14TH ...
"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Clin...
DOROTHY DALTON in "...
Mack Sennett Comedy, "It Pa...

PALACE 133 Es...
Pauline Frederick, "Mrs. D...
6th Epis. "The Woman ...

SUNSHINE 141 E. ...
Edith Storey, 'Treasure ...

WACO 118 Riv...
Elsie Ferguson, "The So...

STAPLETON...

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A ...

NEWARK, N...

"Tarzan of the Apes," with ...
A Sidney Drew Com...

HOBOKE...

STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S...
in "THE ...
"A SON OF DEMOCR...

ORPHEUM KITTY ...
in "THE PL...
Tmw—MAE MARSH in "Field...

ROCKAWAY B...

NEW THEATRE HAMMER...
ROCKAW...
OLGA PETROVA in "...
WITHI...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face ...

Stuyvesant Heights

COLONIAL BROAD...
ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadwa...
Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hal...
Con...
Henry D. Walthall in "Hundr...
USUAL VAUDEVILL...

IMPERIAL THEA. Ashley &...
Cont. 1...
Margery Wilson in "Flames ...

Ridgewood Secti...

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

MARGUERITE CLARK HAS FINE ROLE IN "OUT OF A CLEAR SKY"

Dainty Paramount Star Plays Part of Belgian Countess in Strong Photoplay

A DAINTY Belgian countess who objects to being made a pawn of state and sold in marriage to a dissolute German prince, is the captivating role essayed by Marguerite Clark in her newest Paramount photoplay, "Out of a Clear Sky" which will be shown at the.....theatre next.....

Miss Clark's picture is an adaptation by Charles Maigne from "Out of a Clear Sky" a novel written by Maria Thompson Daviess, in which the principal character is Celeste, the tiny but stately Countess of Bersek and Krymn. Her scheming uncle demands that she offer herself as a pawn of state, in order that his relations with Germany might be improved. Celeste refuses to agree to a marriage with a German prince, and escapes with her governess to America. Her uncle follows her abroad, however, but when the ship docks she eludes him and catches a train for the South, hiding in a Tennessee mountain gorge. There she is discovered by Bob Lawrence, a handsome young woodsman and wealthy landowner, who lends his aid to baffle the uncle. Scenes of intensity and sensationalism take place. The role of Celeste is one of great sympathy, and it is probably, the heaviest one Miss Clark has essayed for some time.

Among the principal actors who support the star are Thomas Meighan, Edward J. Radcliffe, Robert Vivian, Bobbie Connelly, the boy actor, Robert Dudley, Irene Freeman and Raymond Bloomer. Marshall Neilan was the director.

FAMOUS BELGIAN BUILDING SHOWN IN NEW PICTURE

One of Many Interesting Features of Marguerite Clark's "Out of a Clear Sky"

AMONG the many interesting scenes pictured in Marguerite Clark's new Paramount photoplay, "Out of a Clear Sky," which will be displayed at the..... theatre next....., is a reproduction of the famous Palais Gruuthuuse in Bruges, Belgium, known to thousands of American tourists who visited the celebrated resort before the Great War.

The early scenes of the photoplay transpire in Belgium and the Palais is the scene of a notable gathering which is to exert a powerful influence upon the fate of Celeste, Countess of Bersek and Grymn, niece of a Belgian who seeks to marry her to a German prince in oredr to strengthen his political relations with Germany. She refuses to be converted into a pawn of state and escapes to the United States where she has many interesting adventures before she relinguishes her high social station and learns to love a breezy westerner.

Another splendid set shows the interior of a cabin in the Tennessee mountains, with its spacious fireplace and old fashioned furniture. It is here that Robert Lawrence, the handsome young westerner portrayed by Thomas Meighan, finds Celeste after he had been led to believe that she has been burned to death in another cabin in which he had previously left her and which is destroyed by a blast of lightning in her absence.

Miss Clark is finely supported by a cast of picked players chief among whom besides Mr. Meighan, are E. J. Radcliffe, Raymond Bloomer, Bobby Connelly, Maggie H. Fisher, Helene Montrose and Nell Clark Keller.

THOMAS MEIGHAN WELL KNOWN AND POPULAR PLAYER

Is Leading man for Marguerite Clark in Photoplay "Out of a Clear Sky"

IN Marguerite Clark's Paramount photoplay, "Out of a Clear Sky," which will be shown at the .....theatre next..... The dainty star is supported by Thomas Meighan, one of the best known and most popular of the screen's leading men. Miss Clark plays the part of a Belgian countess who is being forced into an obnoxious marriage with a German nobleman. She escapes to this country and seeking hiding-place in the mountains of Tennessee meets a handsome young mountaineer, portrayed by Mr. Meighan, who assists her to thwart the plotters.

Mr. Meighan's popularity is by no means confined to the picture-going public, for he is one of the most sought after leading men in the various producing units of the Famous Players-Lasky Corporation. His services have been in such demand in Paramount and Artcraft pictures that he frequently has been found working in two or more productions at the same time. He has been leading man, at one time or another, to nearly all the woman stars of the organization, including, in addition to Miss Clark, Mary Pickford, Elsie Ferguson and Billie Burke.

Previous to this new Marguerite Clark subject, Mr. Meighan had the chief male role in support of Elsie Ferguson in "Heart of the Wilds." Mr. Meighan played the part of Sergeant Tom, a Northwest Royal Mounted Policeman. Other recent pictures in which he has appeared are "Eve's Daughter," "Arms and the Girl," "The Mysterious Miss Terry" and J. Stuart Blackton's Paramount production, "Missing."

BELGIAN COUNTESS FINDS REFUGE HERE

Marguerite Clark Has Fine Role in "Out of a Clear Sky"

FROM a royal court in Belgium to an humble log cabin in the mountains of Tennessee is a far cry, but in "Out of a Clear Sky," the new Paramount picture starring dainty Marguerite Clark, which will be shown at the..... theatre next....., Celeste, Coutess of Bersek and Krymn, the beautiful heroine personated by Miss Clark, makes this transition with happy results.

When Celeste refuses to become a pawn of state and escapes to this country, she hides in the mountains of Tennessee where she is befriended by Robert Lawrence, personated by Thomas Meighan, and ultimately shakes off her pursuers and finds happiness in a strong man's love. The story is a beautiful one, thrilling and decidedly appealing. It is based upon the novel of Maria Thompson Daviess and was directed by Marshall Neilan. The support provided for Miss Clark is one of the best.

A Notable Director

MARSHALL NEILAN, director of "Out of a Clear Sky," Marguerite Clark's newest photoplay which is on view at the .....theatre this week, is one of the foremost directors in the country. Mr. Neilan directed Mary Pickford in many of her recent picture successes and his direction has a distinctive quality which is more than ever apparent in "Out of a Clear Sky," the beauty of which must be seen to be appreciated. The story is a capital one and presents Miss Clark in an unusually attractive characterization, that of a Belgian countess who is involved in a political game abroad and to avoid a distasteful marriage escapes to find love in this country. The support is excellent.

MARRY A PRINCE? NO!. SAYS COUNTESS

Marguerite Clark Charming in "Out of a Clear Sky"

WHEN it comes to marrying a German prince, the average Belgian woman may be pardoned if she protests. But when Celeste, countess of Bersek and Krymn, refused to become a member of the family of a Hun prince as his wife, her protests were unavailing until she literally took the bit in her own teeth and escaped from her native country in search of happiness and freedom in the United States.

This is the basis of the story of "Out of a Clear Sky," the new Paramount photoplay starring Marguerite Clark which will be shown at the.....theatre next ..... It serves to provide Miss Clark with one of the most piquant roles in which she has been seen on the screen in many months. The photoplay has much enjoyable comedy and there are numerous dramatic moments that grip and hold the attention of the audience.

Miss Clark is supported by exceptionally clever players, her leading man being Thomas Meighan. The picture is based upon the novel by Maria Thompson Daviess and it was capably directed by Marshall Neilan.

Worth While Picture

MARGUERITE CLARK'S newest Paramount photoplay, "Out of a Clear Sky" which is being presented at the..... theatre this week, is a worth while picture in every respect, as is evidenced by the applause that greets every showing. Miss Clark is delightful throughout as a dainty Belgian countess who comes to this country to escape an odious marriage with a German prince.

MARGUERITE CLARK FINELY SUPPORTED

"Out of a Clear Sky" Notable Picture Production

THERE is a notable staff of players who appear in support of Marguerite Clark in her newest Paramount photoplay, "Out of a Clear Sky" which will be the principal attraction at the .....theatre next..... In this respect at least, this photoplay is one of the best shown at any theatre this season.

The leading man is Thomas Meighan, a popular screen actor who has been seen to advantage in numerous Paramount and Artcraft pictures. E. J. Radcliffe, a well known player has a strong role, while Bobby Connelly, a juvenile of reputation, has an excellent characterization. The other players include Robert Vivian, Robert Dudley, Raymond Bloomer, W. P. Lewis, Maggie H. Fisher, Helene Montrose and Nell Clark Keller, all players of ability.

The story of the photoplay deals with a Belgian countess who, to escape an odious marriage, escapes to this country and finds refuge in the mountains of Tennessee where ultimately she also finds happiness in the love of a strong man.

Splendid Photoplay

THE photography in Marguerite Clark's new Paramount photoplay, "Out of a Clear Sky" which is being displayed in the .....theatre this week, is the work of William Marshall, one of the most artistic cameraman in the country. Mr. Marshall has done excellent "shooting" in this picture, his outdoor scenes especially being of a high grade of workmanship. The storm effects in some of the scenes are unusually effective and thrilling.

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"OUT OF A CLEAR SKY"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

For the Exploitation of "Out of a Clear Sky"

Paramount PT Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:—

The army of admirers of dainty Marguerite Clark, the Paramount star who is widely known as the "sweetest girl in motion pictures," have a genuine treat in store for them when her latest photoplay, "Out of a Clear Sky" will be presented at our theatre next.....

This is a tremendously interesting picture story which deals with a tiny Belgian Countess who, to escape a distasteful marriage with a dissolute German Prince, flees to this country and finds refuge in the mountains of Tennessee. Here also, she finds happiness in the love of a stalwart American, but their honeymoon does not rise until they have had adventures as dramatic as they are interesting.

The picture, aside from the beauty of the story which is based upon the successful book by Maria Thompson Daviess, has been splendidly directed and photographed, so that we have no hesitancy in recommending it to our clientele. Miss Clark is exceptionally well supported, her leading man being Thomas Meighan, one of the best known of screen players. We will be pleased to welcome you at the premier presentation.

Yours sincerely,

.....

Manager

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Out of a Clear Sky"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that Marguerite Clark, "the sweetest girl in motion pictures" will appear in her newest Paramount photoplay, "Out of a Clear Sky" at our theatre next..... This is a splendid picture and we think it will interest you greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The portrayal by Marguerite Clark of a brave Belgian Countess, is a pleasure reserved for all who see her in "Out of a Clear Sky," her latest starring vehicle, which will be shown at our theatre next..... Miss Clark is admirably supported in this splendid photoplay.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that Marguerite Clark will be seen in her latest Paramount photoplay, "Out of a Clear Sky," at our theatre today. This is a remarkable picture and the presentation promises to be the event of the season at this playhouse.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

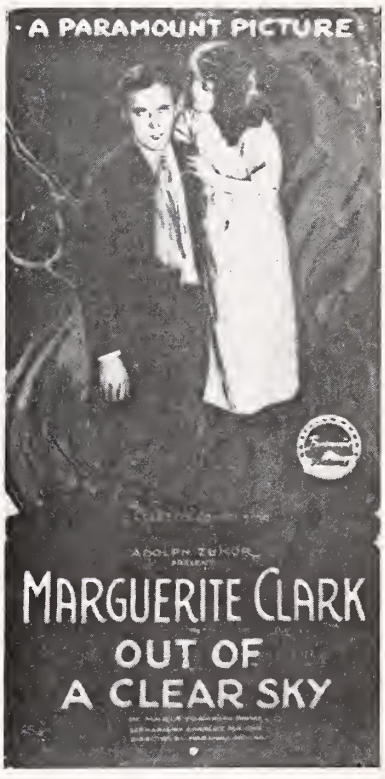
ADVERTISING POSTERS

for

"OUT OF A CLEAR SKY"



Twenty-four Sheet



Three Sheet



One Sheet



One Sheet



Three Sheet



Six Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures

STAR	SUBJECT
CHARLES RAY	"A NINE O'CLOCK TOWN"
DOUGLAS FAIRBANKS	"BOUND IN MOROCCO"
GRIFFITH'S	"THE GREAT LOVE"
PAULINE FREDERICK	"FEDORA"
WILLIAM S. HART	"RIDDLE GAWNE"
BILLIE BURKE	"IN PURSUIT OF POLLY"
DOROTHY DALTON	"GREEN EYES"
DE MILLE'S	"TILL I COME BACK TO YOU"
ENID BENNETT	"THE MARRIAGE RING"

STAR	SUBJECT
J. BARRYMORE	"ON THE QUIET"
E. FERGUSON	"HEART OF THE WILDS"
WALLACE REID	"THE SOURCE"
E. CLAYTON	"THE GIRL WHO CAME BACK"
SPECIAL	"THE HUN WITHIN"
LILA LEE	"THE CRUISE OF THE MAKE-BELIEVES"
D. FAIRBANKS	"HE COMES UP SMILING"
M. CLARK	"OUT OF A CLEAR SKY"
D. DALTON	"VIVE LA FRANCE"
FRED STONE	"THE GOAT"
SHIRLEY MASON	"COME ON IN"
VIVIAN MARTIN	"HER COUNTRY FIRST"
M. PICKFORD	"JOHANNA ENLISTS"
CHARLES RAY	"THE LAW OF THE NORTH"
ENID BENNETT	"COALS OF FIRE"

Success Series for September

M. PICKFORD	"THE EAGLE'S MATE"
M. CLARK	"WILDFLOWER"
SPECIAL	"THE GIRL OF THE GOLDEN WEST"
P. FREDERICK	"ZAZA"
G. FARRAR	"CARMEN"

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 9

Vive le France!

Scheduled Release Date: **15 Sept 1918**

Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

THOMAS H. INCE

presents

Dorothy Dalton

in

"VIVE LA FRANCE!"

Supervised by Thomas H. Ince

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

PRODUCTION CUTS AND MATS

"VIVE LA FRANCE"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

POINTERS ON DOROTHY DALTON'S FINE WAR PHOTOPLAY "VIVE LA FRANCE"

DOROTHY DALTON, THE STAR

THE name of Dorothy Dalton is as well known to the motion picture theatregoers of the country as is that of any other celebrity whose achievements serve to attract widespread public attention. Miss Dalton is a beautiful and talented Thomas H. Ince-Paramount star who has proved her worth in a score of successful photoplays, and to make more than a mere reference to her brilliant cinema record seems to me to be supererogatory. But when I speak of her as the star in her newest picture, "Vive La France!" events will show that I am amply justified in saying that she is the ideal heroine of one of the strongest and most gripping pictures of the Great War thus far produced under Paramount and Artcraft auspices, and this is saying a great deal. Miss Dalton is an artist no matter what role she portrays, but as Jenevieve Bouchette in her latest starring vehicle, she has attained a sublimity and grandeur of characterization which will make this picture stand forth with a crystalline clearness that inevitably must force the public to acclaim it as one of the finest photoplays of the season and further enhance her fame as a screen actress of exceptional force and charm.

THE AUTHOR

H. H. VAN LOAN, author of "Vive La France!" is a writer of no little skill who has been identified with the motion picture industry in various capacities for several years. Mr. Van Loan has had a newspaper training and besides writing for the screen, he has written numerous successful magazine stories. In his latest story he has pictured the Hun atrocities in France with rare power and fidelity to truth.

THE SCENARIST

WHEN I say that C. Gardner Sullivan has few, if any, superiors as a screen writer in this country, I am merely repeating an old story. Mr. Sullivan is one of the most prolific scenarists on the Thomas H. Ince staff, and every story written by him is characterized by thought, keen discrimination and lofty imagination. His picturization of "Vive La France!" is exceptionally great and I predict that his work will receive the highest commendation of public and critics alike.

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THE DIRECTOR

R. WILLIAM NEILL directed "Vive La France!" with all the skill and ability for which he is noted. Mr. Neill knows the technique of cinema direction thoroughly, as all the pictures directed by him under the supervision of Thomas H. Ince amply testify.

A TREMENDOUS STORY

IN "Vive La France!" Miss Dalton portrays the role of Jenevieve Bouchette, a motion picture actress who, on learning that her aged parents had been murdered by German troops in their home at Deschon, France, returns to her native town. There she meets Jean Picard, an army cinematographer who once had been her leading man in motion pictures in New York. He has volunteered to carry an important message through the German lines and is shot and severely wounded. He is cared for by Jenevieve in an old chateau whither she had been taken by a German officer and some men, one of whom is killed by Jenevieve. Jean escapes from the chateau and delivers his message which results in an Allied victory, but as a result of his wounds he falls victim to aphasia. Jenevieve is branded with a "cross of shame" by the Germans and in an effort to escape while wearing a German uniform she is arrested by French soldiers, who have recaptured the village. A plan of the French defenses being found upon her, of the nature of which document she is ignorant, she is sentenced to be shot as a spy, but saved when the "cross of shame" branded upon her bosom, is discovered. She ultimately finds Jean and under her care his memory is restored and both find happiness in their mutual love.

STRONG SUPPORT

MISS DALTON is admirably supported in "Vive La France!" her leading man being Edmund Lowe, a fine player who possesses both talents and good looks. Frederick Starr, Thomas Guise and Bert Woodruff are capable Ince players and all have strong characterizations of which they make the most.

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire an Original Story on Dorothy Dalton or "Vive La France!"

A Paramount Picture

Dorothy Dalton, Thomas H. Ince—Paramount Star, Has Beauty, Charm, Talent Infectious Smile and—Oh, Such Teeth!

Famous Actress Has Dramatic Role in Her New Photoplay, "Vive La France!"

DOROTHY DALTON is an actress who combines beauty and brains in her work and this combination has made her one of the foremost stars in the screen world. Under the supervision of Thomas H. Ince she has again given the picture play public a production that is entitled to sincere praise in "Vive La France!" which is to be displayed at the ..... Theatre next ..... It is a Paramount picture—which insures its excellence in matters of detail and investiture.

H. H. Van Loan wrote the story and C. Gardner Sullivan wrote the scenario. There is another combination hard to beat. R. William Neill directed and Thomas H. Ince supervised the picture. Edmund Lowe is the leading man. A fine cast supports the star and the whole line-up indicates that the picture is just what Paramount declares it to be—"a convincing, rapid-fire drama of war times in shell-torn France."

The charm of Dorothy Dalton is not only in her acting and beauty—it is her personality that reaches out from the screen and holds the spectator. There is a spirit of irresistible camaraderie about Miss Dalton, a good fellowship, a genuineness, that has a potent effect upon audiences wherever she appears.

The world today has little time for anything save war. It thinks and acts and talks in terminology of war times. Thus a story or picture dealing with any phase of the great conflict must of necessity be highly appealing. Then, too, the graphic portrayal of German frightfulness is always inspiring to those who may be at all weak in their determination to stand as one man against the barbarous practices of these modern Huns.

Take it all and all, the spectator will get more thrills from this picture than from several ordinary productions, because it deals with the simple aspects of the war, the deeds of heroism that have become daily occurrences; with the strength of will that has brought victory out of threatened defeat in individual essays against the enemy. It has a thread of love, for no modern or ancient drama is complete without this refining element.

Someone asked a screen patron the other day, out in Los Angeles, why he always attended the theatre when Dorothy Dalton appeared there in a Paramount picture. The other responded with a little eulogy of the lovely Thomas H. Ince star, which seems too good to keep hidden.

"Dorothy Dalton," said the speaker, "is so essentially a woman, before anything else, that she is certain of her appeal. You know Robert Louis Stevenson said once that the chief charm of a woman was 'womanliness'—and I agree with him.

"Dorothy Dalton can play a semi-tragic role, an almost comedy character, or just a straight, sweet, wholesome girlish part—and she is always possessed of that same appeal. She can't loose it any more than she can her charming smile. And let me tell you, that smile alone, is worth a whole lot, just to see. It is infectious. You find yourself smiling with and at her as she smiles.

"If I were a novelist, I'd probably be seeking synonyms for pearls to express her teeth, for diamonds to describe her eyes and I'd be likening her to all the nymphs and graces that flutter within the pages of Bullfinch. But being a plain, everyday 'movie fan,' I will be content to say that it's just because she is a sweet, lovely, wholesome American girl, full of vitality, life, charm, and talent. That's my excuse—what do you think of it?"

Miss Dalton's talents are not limited to any particular line of screen endeavor; she is delightfully naive and fascinating in comedy episodes, while she fairly revels in those scenes that make a demand upon the actress for big, powerful, dramatic moments. She screens admirably—and a Thomas H. Ince photoplay with charming Dorothy Dalton in the chief role is sure to prove a popular as well as a decided artistic success. Her role in "Vive La France!" is said to be one of the best she ever has essayed, and it is sure to increase the number of her admirers everywhere.

Cast and Story of "Vive La France!"

For Use of Exhibitors in Their House Organs or For General Publicity
A Paramount Picture

HORRORS OF WAR SHOWN IN DOROTHY DALTON'S NEWEST PICTURE, "VIVE LA FRANCE!"

Realistic Scenes That Thrill and Exert Unusual Heart Appeal Abound in Most Remarkable Photoplay

"VIVE LA FRANCE!"

THE CAST

Jenevieve Bouchette, a Motion Picture Actress, Dorothy Dalton
Jean Picard, an Army Cinematographer, Edmund Lowe
Captain Heinrich May.....Frederick Starr
Colonel Bouchier, a French Officer, Thomas Guise
Pierre Le Gai, a French Peasant, Bert Woodruff

THE STORY

JENEVIEVE BOUCHETTE, leading woman of the Beaux-Arts Film Studio in New York, receives a letter from France informing her that her aged father, Anton Bouchette and her mother, have been slain by German troops in their home at Deschon, France, Jenevieve's birthplace. She obtains a leave of absence and returns to France just as Colonel Bouchier is seeking to entice the Germans into a trap and to straighten his line from Hill No. 301 and Thiry Ridge to Caillette.

The French are pressed back by the Germans and Colonel Bouchier calls for volunteers to carry a message to Colonel Beschard, although it is recognized that the messenger must be killed. Notwithstanding the peril the mission involves, Jean Picard, a French-American, formerly an actor attached to the Beaux-Arts Studio and a fellow player of Jenevieve's, but now an official army cinematographer, accepts the mission.

As he starts off on his perilous journey, the Germans reach Deshon and commit numerous atrocities. Jenevieve is caring for her wounded brother Henri when several German officers reach their home. One of them fires through a window, killing Henri, and as Jenevieve stands aghast, the Lieutenant enters and seeks to overpower her. She resists, whereupon he drags her to a window and shows her a procession of women, each displaying a cross painted on her bosom. He tells her that they have been branded with the "cross of shame" and that she will suffer a similar fate if she does not accede to his demands. She faints and he catches her as she falls.

Meawhile, Jean is approaching Deschons and when on the outskirts of the village, he is wounded by a shot fired in the distance. He sees the lights of the Chateau de Geantit, and staggers towards the building hoping to reach it before he is overtaken by the Huns. Another shot shatters his right arm and, nearly fainting, he falls against a door of the Chateau. Jenevieve, who has been conveyed to the Chateau by the German officer and who has left her in the custody of one of his subordinates kills the latter and, revolver in hand is watching at the door. Thinking the officer is returning, she determines to kill him when he crosses the threshold. She opens the door cautiously and Jean falls unconscious at her feet.

She instantly recognizes him and administering restoratives, revives him. They exchange confidences and as they talk, the Germans are heard returning to the Chateau. Jean puts on the uniform of the slain soldier and Jenevieve hides him in an adjoining apartment. The Germans enter and search the house for the spy. Jenevieve affects a nonchalent air, but she is unable to conceal her agitation every time the Germans approach the door of the room in which Jean is secreted. The Lieutenant, suspecting the truth, orders the troops to fire through the door, whereupon Jenevieve stands before it and confesses that the body of her sweetheart lies in the chamber.

The officers dine with Jenevieve and thereafter leave the Chateau to escape the French troops who are now approaching. Colonel Beschard has received an important message delivered by a wounded soldier who falls unconscious and whose identity is not revealed, but who is in reality Jean. A furious battle follows in which the Huns are routed and the French line straightened. At the Chateau, the shells fall furiously. Believing Jean dead, Jenevieve dons a German uniform and in a pocket she finds a bulky document. As she leaves the Chateau she is intercepted by a squad of French troops and placed under arrest. The document in her possession is a map of the French defenses and convicted as a spy, she is ordered to be shot. The order is about to be executed when the "cross of shame" on her bosom is seen and she released.

Months later, Jenevieve is living in Deschon which is now peaceful. Crosses of war are to be bestowed upon French soldiers and on the list is the name of Jean Ricard. The medal of honor is bestowed upon Jenevieve in behalf of Jean just as an ambulance appears, upon which is seated Jean himself, though greatly changed, and who has lost his memory. He sees Genevieve and is instantly interested. She turns and recognizes him, but there is no recognition in his eyes. Sadly she takes him to her cottage, seeking to recall his lost memory. One day he sees the "cross of shame" upon her breast and his memory returns instantly. The two find happiness in their mutual love and their marriage by Father Ribot follows.

PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Showing of "Vive La France!" A Paramount Picture

Dorothy Dalton's New Photoplay "Vive La France" Makes Hit

DOROTHY DALTON, the beautiful Thomas H. Ince-Paramount star, proved an artistic delight to an enthusiastic audience at the ..... Theatre where "Vive La France!" her new photoplay depicting war scenes in France, was shown for the first time in this city yesterday. That it is one of the best war pictures shown here thus far was the general verdict, and that it reflects great credit upon the star, support and producers was universally conceded.

The story of the picture was written by H. H. Van Loan, a writer of established fame, while the scenario was the work of C. Gardner Sullivan, a noted screen author. The director was R. William Neill and the production was made under the supervision of Thomas H. Ince. The narrative has to do with the fortunes of Jenevieve Bouchette, a motion picture star in New York, who goes to Europe on receipt of news that her aged father and mother have been slain by Huns when they invaded their home in Deschon, France. The picturization of this event was graphic and created a deep impression, not unmixed with hostility against a nation that can practice such frightful barbarities upon innocent non-combatants.

Jenevieve meets Jean Ricard, a fellow screen player, under dramatic circumstances and when he is severely wounded while on a mission for the Allied commanders she cares for him at a chateau whither she has been conveyed by a brutal Hun officer after he had branded her with "the cross of shame," the insignia of utter degradation. Ricard is traced to the chateau by this officer and the latter is killed in a struggle. Ricard escapes and after delivering his message to an Allied general, becomes ill and loses his mind. Jenevieve dons the uniform of a German soldier in an effort to escape, but is arrested by a French squad and ordered to be shot as a spy. She is released when the "cross of shame" is discovered.

Jenevieve and Ricard are reunited later on and the latter finally recovers his memory, whereupon they are married. Miss Dalton's portrayal of this exacting role was both artistic and satisfying and proved to the full her ability. Edmund Lowe as Jean Ricard was excellent, while Frederick Starr as the scoundrelly German officer was excellent enough to become thoroughly disliked. Thomas Guise and Bert Woodruff gave intelligent renditions of difficult roles and the support generally was all that could be asked for. The photography of the war scenes were most artistic. The photoplay is one that can be seen over and over again with profit to the spectator.

"Vive La France" with Dorothy Dalton is most Realistic

THERE have been numerous pictures of late dealing with the great war and with German atrocities but it is quite certain that for sheer realism and thrill few have equalled and none excelled "Vive La France!" which was presented at the .... Theatre yesterday. Dorothy Dalton, the Thomas H. Ince star, is in the leading role and it is a Paramount offering, which insures its quality and excellence of production.

Miss Dalton has the role of Jenevieve Bouchette, a girl who was a leading woman in an American film studio at the outbreak of the war, and who went to her native town in France on receiving word of the murder of her parents by the Huns. There she encounters Jean Picard a young man who was her leading man in New York but who later becomes official cinematographer with the French forces. He has volunteered to carry an important message through the German lines to another wing of the Allied forces, telling the commander to strike and thus straighten out the line.

Wounded, he seeks refuge in an old chateau. There is a struggle there with German soldiers who have taken the girl to the place. But she gets away and leaves Ricard—whom she loves—apparently dead. She also takes what she believes to be his secret message from his pocket and goes to the French lines. She is arrested and when the papers are examined it is found they are diagrams of the Allied defenses.

Jenevieve is about to be shot when it is seen that she has on her breast "the cross of shame." This has been placed there by the Germans though she as yet escaped the horrible fate that it indicates. She is released and later meets her lover who has escaped, though badly wounded and the two are married.

The work of the star in the leading role is exceedingly convincing and never has Miss Dalton been surrounded by a more satisfactory cast. The leading male role is played by Edmund Lowe. There is thrill after thrill in the story which is by H. H. Van Loan with the scenario by C. Gardner Sullivan. R. William Neill directed the picture which Thos. H. Ince supervised. The production is elaborate in many respects and the entire handling of the story shows careful study and attention to detail.

The atrocities of the invaders are graphically depicted and the picture is one calculated to inspire patriotism and a determination to rid the world of monsters who can plan and execute such hideous acts of barbarism.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Buy Bonds
of the
4th
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Now

THOMAS H. INCE
presents

Dorothy Dalton



in

"VIVE LA FRANCE!"

A Paramount Picture
Supervised by Thomas H. Ince

By H. H. Van Loan
Scenario by C. Gardner Sullivan
Directed by R. William Neil
Photographed by John S. Stuart

HOW does a Hun treat a woman? Particularly if she's French! You *think* you know. You think the newspapers have told you. But have they? See Dorothy Dalton in "Vive la France." She goes through something, does that girl, but she comes out *right*—luckier than many at that.

PARAMOUNT
THEATRE
Monument Sq. From 11 to 11

Thomas H. Ince, Presents

Dorothy Dalton



in

"VIVE LA FRANCE!"

A Paramount Picture

Supervised by Thomas H. Ince

By H. H. Van Loan
Scenario by C. Gardner Sullivan Directed by R. William Neil
Photographed by John S. Stuart

TO die as a German spy! She who loved France more than life.

Yet who would believe her! Against her Hun uniform and the tell-tale papers? The firing squad awaited the command—what would save her?

Just one of the tense moments that fill "Vive la France" and keep your excitement at fever heat all through this great war drama.

"The Home of Paramount and Artcraft Pictures"

PARAMOUNT THEATRE
Monument Square — Continuous 11-11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
...h St. to 42d St.

...HEATRE EIGHTH AVE. AT 40TH ST.
...r—The Beast of Berlin"

...SEA EIGHTH AVENUE AT 25TH STREET.
...Secret," with ELLA HALL.
...nts "THE OTHER WOMAN."

...OPERA HOUSE 8th Ave. & 23d St.
...r—The Beast of Berlin"
...ATHE NEWS COMEDY
VAUDEVILLE

...MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
...UM in "ROUGH & READY."
...Eve., 15c, including war tax.

...GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
...BRADY in "THE TRAP."
...HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

...TH THEATRE BROADWAY AND 77TH STREET
...kawa "Honor of His House."
...a in "Riders of the Night."

...HEATRE 8TH AVENUE AT 44TH STREET
...RDEN, "The Splendid Sinner"

WEST SIDE
...h St. to 125th St.

...BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...IAN 116 Cathedral Parkway.
...2 to 11 P. M.
...IVET, in "Lest We Forget"

116th St. & 5th Ave.
...SUBMARINE EYE."
...HE WOMAN IN THE WEB."

...REET & MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME"
..."THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...aston Forbes-Robertson
...nske and Faces."

...EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
...NNETT in "THE KEY TO
...OUSNESS." Toto Comedy.

...onderland THIRD AVENUE AT 162D STREET.
...hillips in "The Risky Road"

...COMEDY 3754 3d Ave.
...IAFERRO, 'The Three of Us'
...STORY COMEDY

...Westchester Av. & 161st St.
...TANCE TALMADGE
..."THE STUDIO GIRL"
...TH CLIFFORD
...E GUILT OF SILENCE"

...HEATRE, 4048 Third Av.
...iscale in "Madame Who?"

...RESCENT 168TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S PL. & ALBANY AVE.
...iscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...edford Section

...RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
...AM FARNUM
IN
...MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

THOMAS H. INCE
presents

Dorothy Dalton



in

"VIVE LA FRANCE!"

A Paramount Picture

by H. H. Van Loan
Scenario by C. Gardner Sullivan
Directed by R. William Neill
Photographed by John S. Stumar
Supervised by Thomas H. Ince

"Fatty" Arbuckle in "The Cook"

Paramount-Bray Pictograph

15-piece orchestra

HER wounded sweetheart lay behind the door. The Huns rushed in. Which should it be—her honor or his life?

Every day the brave women of France and Belgium are facing the perils and the red risks which Dorothy Dalton encounters in this wonderful war picture, "Vive la France."

See it and thrill to the core!

"Foremost stars, superly directed in clean motion pictures"

PARAMOUNT THEATRE

Monument Square — *Prices 15c and 25c* — *Continuous 11-11*

UP AND DOWN BROADWAY

In and Out of the ...

BELOW 14TH

NEW STAND EAST B... & MARK...
Mrs. Vernon Castle, "Hillcrest Myste..."
"His Old-Fashioned Dad" & Alice ...

ORPHEUM 126 Seco...
FRANK KEENAN in "LOA...
4th Epis. "THE WOMAN IN ...

ST. MARKS 133 Se...
CARLYLE BLACKWELL in ...
OUT." "THE EAGLE'S ...

WINDSOR THEATRE 4...
GAIL KANE in "THE LA...
Episode 16 "THE MYSTE...

M. & S. Theat...

AMERICAN MOVIES
Francis X. Bushman & B...
in "With Neatness and ...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

NEW 14th ST. 14TH SE...
"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Clin...
DOROTHY DALTON in "T...
Mack Sennett Comedy, "It Pa...

PALACE 133 Es...
Pauline Frederick, 'Mrs. D...
5th Epis. "The Woman ...

SUNSHINE 141 E. ...
Edith Storey, 'Treasure ...

WACO 118 Riv...
Elsie Ferguson, "The So...

STAPLETON

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A ...

NEWARK, N...

..."Tarzan of the Apes," with ...
A Sidney Drew Com...

HOBOKE...

STRAND Washing...
STRAND PLAY
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S... in "THE T...
"A SON OF DEMOCR...

ORPHEUM KITTY ... in "THE FU...
Tmw—MAE MARSH in "Field ...

ROCKAWAY B...

NEW THEATRE HAMMEL... ROCKAW...
OLGA PETROVA in "T... WITH...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face ...

Stuyvesant Heights

COLONIAL BROAD... ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadwa... Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hal... Con...
Henry B. Walthall in "Humil...
USUAL VAUDEVILL...

IMPERIAL THEA. Halsey &... Cont. 1...
Margery Wilson in "Flames ...

Ridgewood Secti...

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Showing of "Vive La France!" A Paramount Picture

PARENTS OF NOTED FILM STAR KILLED BY HUNS IN FRANCE

This is One of the Big Scenes of Dorothy Dalton's Picture "Vive La France!"

A cable despatch from France announces that Anton Bouchette, father of the famous film star Jenevieve Bouchette of New York, was murdered with his aged wife, in circumstances of shocking brutality, by German soldiers at Deschon, a few days ago.

It appears that when the soldiers reached the Bouchette home and began their work of wanton destruction, Mr. Bouchette protested. One of the Huns shot his wife dead, whereupon the crazed old man shot and killed the slayer. Mr. Bouchette was forced to bury his wife, then dig his own grave. Standing in the excavation, he was executed and hurriedly buried.

On receipt of this startling news, Miss Bouchette at once started for France. What harrowing experiences fell to her lot in that war-stricken country is fully revealed in the superb Thomas H. Ince-Paramount photoplay, "Vive La France!" starring Dorothy Dalton, which will be shown at the ..... theatre next ..... Miss Dalton is happily cast for the role of Jenevieve, and it is said this is one of the strongest characterizations she has essayed during her screen career.

The story was written by H. H. Van Loan, a famous writer, while the picturization was the work of C. Gardner Sullivan, one of the best known screen writers in the country. R. William Neill, one of the ablest directors of the Ince forces, directed the picture, under Mr. Ince's supervision. Miss Dalton's support includes Edmund Lowe, Frederick Starr, Thomas Guise and Bert Woodruff.

HUN ATROCITIES IN FRANCE PICTURED IN FINE PHOTOPLAY

Remarkable Scenes Presented in Dorothy Dalton's New Film "Vive La France!"

THE shocking brutalities committed by Hun troops with the sanction of their officers, in all sections conquered by them, are revealed with startling realism in Dorothy Dalton's latest Thomas H. Ince-Paramount photoplay, "Vive La France!" which will be shown at the ..... Theatre next .....

In this superb picture produced under the supervision of Thomas H. Ince Miss Dalton portrays the role of a motion picture star whose parents are foully murdered by Hun soldiers and who returns to her native place in France. She there meets an army cinematographer who formerly was attached to her motion picture company as leading man, and when he accepts a dangerous mission from his commanding officer. both are involved in a series of unusually dramatic situations.

The ruthlessness of the Huns and their methods of spreading the doctrines of German kultur and schrecklichkeit among the people conquered by them, form the basis of this dramatic story written by H. H. Van Loan and picturized by C. Gardner Hunting. There are numerous battle scenes of tremendous power, including a bombardment and a charge by French troops which are said to be unusually effective. Another strong scene is that in which Jenevieve Bouchette, the girl personated by Miss Dalton, is wantonly branded with "the cross of shame" by a brutal German officer as a token of her degradation.

Miss Dalton is finely supported by capable players including Edmund Lowe, Frederick Starr, Thomas Guise and Bert Woodruff.

DOROTHY DALTON'S "VIVE LA FRANCE!" FINE WAR PICTURE

Charming Paramount Star Has Unusual Role of Convincing Dramatic Power

AN unusually effective arraignment of German kultur and its effects upon peaceful peoples, a remarkable picturization of the horrors of war as conducted by vandal Huns, a powerful heart appealing story—these are the qualities which make "Vive La France!" the latest Thomas H. Ince-Paramount photoplay starring Dorothy Dalton, which will be displayed at the..... .....Theatre next ....., one of the finest pictures based upon the world conflict thus far produced in this country.

H. H. Loan, who wrote the story, is a writer of no small skill who has been identified with the film industry for many years. He has a newspaper training, has written many magazine articles and has done much work for the screen. This picture assuredly is a compelling drama, with the terrific struggle for Democracy as a basis and the individual bravery of certain of the Allied fighters, a tense development of plot and a pleasing love story for added measure.

C. Gardner Sullivan wrote the scenario. There are few who do not know Mr. Sullivan's work. He has done many of the most convincing and interesting photoplays and given to them a personal quality that is remarkable.

R. William Neill directed the picture. Thomas H. Ince supervised the production and the really wonderful photography is the work of John S. Stumar. Edmund Lowe is leading man and there is a fine supporting cast, including Frederick Starr, Thomas Guise, Bert Woodruff and other capable players.

WAR-TORN FRANCE SHOWN IN PICTURE

Interesting Scenes in New Film "Vive La France!"

FRANCE in war time, the atrocities of the German invaders and the adventures of a brave French officer who volunteers for desperate service, not to speak of the experiences of a moving picture actress on the firing line—these are the basis of Dorothy Dalton's new Thomas H. Ince-Paramount photoplay, "Vive La France!" which will be shown at the ..... Theater next .....

Miss Dalton has the role of a charming girl who braves the Huns in her native town and finally succeeds in saving the man she has learned to love, from death at the hands of the Germans. The picture is filled with thrills and heart appeal and there are numerous dramatic moments that grip and hold the attention to the finish. Miss Dalton is capably supported by a staff of fine screen players, her leading man being Edmund Lowe, a sterling actor.

Guise Sterling Actor

THOMAS GUISE, an old-time actor with Thomas H. Ince, has returned to the fold and appears in Dorothy Dalton's latest Paramount picture, "Vive La France!" which is being shown at the ..... Theatre this week. Mr. Guise is a character actor of sterling ability.

New Leading Man

A NEW leading man appears with Dorothy Dalton in her latest picture, "Vive La France!" which is on view at the..... ..... Theatre. He is Edmund Lowe, a good looking chap with unusual talent. A good cast surrounds the popular Thomas H. Ince star.

PICTURE PLAYERS ARE HEROES OF WAR

Dorothy Dalton One of Them In "Vive La France!"

BY an odd coincidence in Dorothy Dalton's later Paramount picture from the Ince studios, "Vive La France!" two motion picture actors are the leading figures in the romantic drama that unfolds beneath the roar of the big guns on the battle front. That is, it is coincidental so far as the story is concerned, though of course, planned with the idea of linking up characters that everyone today knows and admires, with the greatest conflict in history.

It is a fact that hundreds of film folk have gone into the fray, determined to bring into their lives which have so long been devoted to "make believe" something of the real and actual. How they succeed is splendidly shown in "Vive La France!" which will be displayed at the ..... Theatre next ..... Miss Dalton is excellently supported, her leading man being Edmund Lowe.

Rattling Good Picture

A RATTLING good picture—that is the way one spectator referred to "Vive La France!" which is now on view at the ..... Theatre. Dorothy Dalton is the star and it is a Paramount picture from the Thomas H. Ince studios. H. H. Van Loan wrote the story and C. Gardner Sullivan did the photoplay. The production was directed by R. William Neill. Edmund Lowe, a new figure in Paramount plays, is the leading man. For sheer thrill, adventure, intensity and mystery, this picture affords the most admirable example that has been seen here in a long time.

DOROTHY DALTON'S PICTURE DRAMATIC

Thrilling Scenes Abound In "Vive La France!"

FOR Dorothy Dalton's newest Paramount photoplay, "Vive La France!" which is to be displayed at the ..... Theatre next ....., Thomas H. Ince has chosen a dramatic vehicle that, doubtless, will prove one of the most compelling of the many successful screen offerings in which that lovely and youthful star has been seen in the last few months.

The picture was written by H. H. Van Loan and the scenarist was C. Gardner Hunting. The story concerns two motion picture players, both French, who are involved in the war. The girl is able to assist her friend in executing a difficult and dangerous mission and after many thrilling episodes, they emerge triumphant and find happiness in their mutual love.

Miss Dalton's role is said to be a congenial one and one with vivid characteristics and opportunities for tense action and emotion of which she is so capable an exponent. Edmund Lowe is her leading man.

A Notable Photoplay

THE world knows how many a peaceful little French and Belgian town has been shattered beyond hope of repair and its people in many instances murdered or shamefully abused by the Huns since this war began. A picture that conveys the true horror of the situation is "Vive La France!" with Dorothy Dalton as the star, which is being shown at the ..... Theatre this week. It is a Paramount picture, produced by Thomas H. Ince.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Vive La France"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

It is generally conceded that there are few motion-picture stars who have a larger or more enthusiastic following than has Dorothy Dalton, the famous Thomas H. Ince star in Paramount pictures, and when it is announced that she is to be seen in a new picture, popular interest is on the qui vive instantly.

Miss Dalton will appear in her newest photoplay, "Vive La France," at our theatre next..... This is a superb drama of the war in France which affords the star every opportunity for the utilization of her remarkable gifts for emotional acting and which presents distinctly original situations.

As a French girl and motion picture actress who is caught in the vortex of war, Miss Dalton has a role that is full of subtleties and shades of deep emotion. The story is one of absorbing interest and the situations are exceptionally dramatic. From every standpoint, this is a war photoplay of the highest merit and it should interest you greatly.

It will afford us pleasure to welcome you and your friends at our theatre at any time during the display of this picture.

Yours sincerely,

.....

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Vive La France"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are delighted to announce that Dorothy Dalton, the beautiful Thomas H. Ince star in Paramount pictures, will be seen at our theatre in her latest photoplay, "Vive La France!" on .....next.

This is a delightful picture in which every admirer of Miss Dalton will be interested.

Yours sincerely,

Manager_____

ADVANCE POST CARD No. 2

TO BE SENT 3 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The presentation at our theatre next .....of Dorothy Dalton's latest Thomas H. Ince-Paramount photoplay, "Vive La France!" is attracting widespread attention among our clientele. We feel sure this fine picture will interest you and we will be glad to welcome you during its display.

Yours sincerely,

Manager_____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that Dorothy Dalton will be seen in her newest Ince-Paramount photoplay, "Vive La France!" at our theatre to-day. This is a charming war picture in which Miss Dalton has an unusually strong role. Your attendance is requested.

Yours sincerely,

Manager_____

Exhibitors will be wise to mail at least one of these Postals to their patron

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"VIVE LA FRANCE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Cuts of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

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Department of Advertising and Publicity, Famous Players-Lasky Corporation

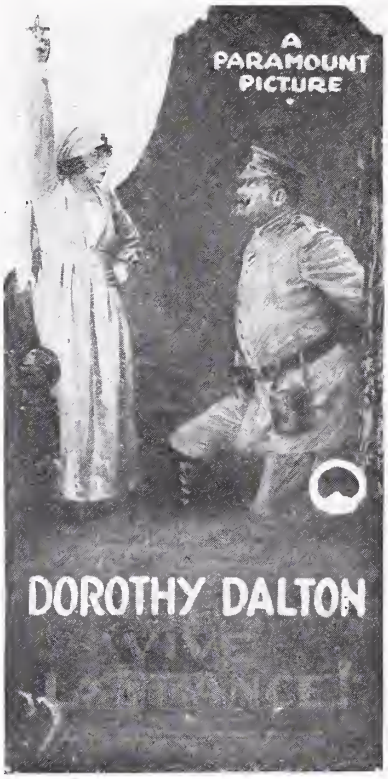
485 FIFTH AVENUE, NEW YORK

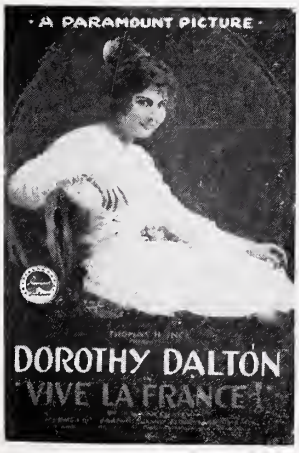
ADVERTISING POSTERS AND SLIDE
FOR
DOROTHY DALTON in "VIVE LA FRANCE"

Always obtainable at your Exchange

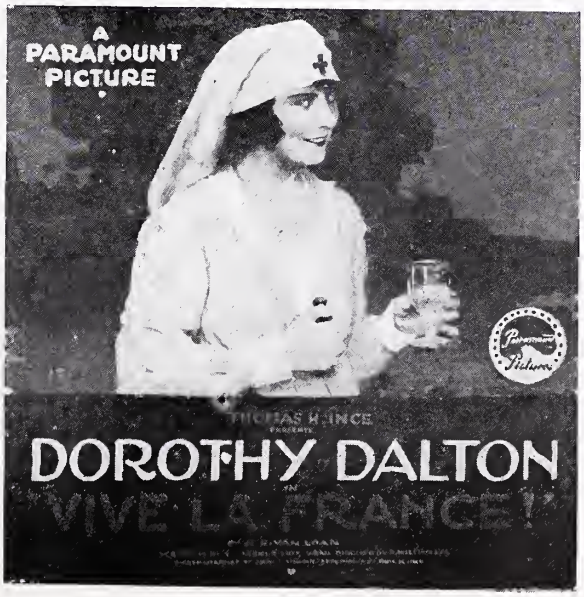


Three Sheet

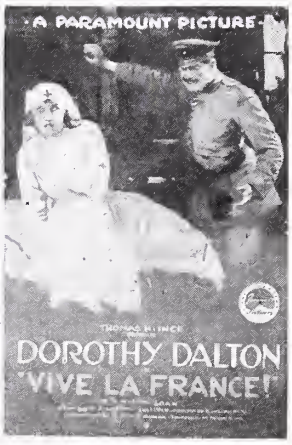




One Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHANNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 10

The Goat

Scheduled Release Date: **22 Sept 1918**

Fred Stone











Exhibitors Press Book
and
Advertising Aids

Charles Kenmore Ulrich,
Editor

"THE GOAT"

An ARTCRAFT Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres* JESSE L. LASKY *Vice-Pres* CECIL B. DE MILLE *Executive Control*
NEW YORK

"THE GOAT"



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PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — **AD CUTS and MATS**

Facts Worth Knowing About Fred Stone and His Comedy "The Goat"

FRED STONE, THE STAR

FRED STONE, the celebrated comedian in musical comedy, famous as the scarecrow of "The Wizard of Oz," in which he starred with the late David Montgomery for many years with brilliant success, will make his first public appearance in motion pictures under Artcraft auspices in "The Goat." Mr. Stone is a decided acquisition to the Artcraft forces and it is unquestioned that his popularity as a stage star will be increased in proportion as his audiences are enlarged. Mr. Stone was born in Colorado and when a young man, he joined the Sells-Renfrew Circus. Subsequently he played Topsy in an "Uncle Tom's Cabin" company. In 1894 the famous team of Montgomery and Stone was established, and this partnership endured until Mr. Montgomery's death two years ago. Mr. Stone is famous for his inimitable powers as a dancing and pantomimic comedian, and at lariat-throwing, tight-rope walking, bareback riding, skating and pantomimic piano playing, he has few, if any, equals. His fame is not confined merely to New York, where he has been most active, but he is known all over the country for his great work in "The Red Mill," "The Old Town," "The Lady of the Slipper," "Chin Chin" and "Jack o' Lantern." The limitations imposed upon Mr. Stone in the exercise of his mirth-provoking talents on the stage, happily are removed in screen work so that in his new environment, his genius doubtless will find its happiest expression.

THE DIRECTOR

DONALD CRISP, a director of wide experience and many accomplishments, directed Mr. Stone in his cinema plunge, and "The Goat" supplies numerous evidences of his splendid artistry. Mr. Crisp directed Wallace Reid in "The Firefly of France" and "Less than Kin," with signal success, and all who saw these delightfully stirring photoplays, will find Mr. Crisp's genius at its best in Mr. Stone's first Artcraft starring vehicle.

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Production Cuts and Mats

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Paper and Slides
Back Cover—
Latest Releases

THE SCENARIST

THE story of "The Goat" was written by Frances Marion, who also prepared the scenario. It serves admirably as a starring vehicle for Mr. Stone and it is said to be one of the best stories written by Miss Marion in many months. It is her last for some time since Miss Marion is going abroad for the Government. **Bon Voyage!**

A STRONG STORY

CHUCK McCARTHY, an iron worker, earns three dollars a day and supports his father and mother. He loves Molly O'Connors, a stenographer employed with the Filmcraft Studio. He is sent to do a construction job at the studio and becomes enamored of the life of a motion picture actor. Chuck had done some amateur acting at an Undertakers' Picnic, but when he announces his determination to become a movie actor, his friends believe he has gone crazy. He returns to the studio and chases a pet monkey belong to Bijou Lamar, a movie queen, along the rafters and finally captures the animal. Bijou thanks him and he decides to quit his old job. He tells Molly who after a quarrel sadly returns their engagement ring to him. The next day, at the studio, seeing several actors wearing German uniforms, he attacks them savagely and is finally overpowered. The following day he is given a small part and for two weeks he does gruelling work. He is "the goat" for everybody, but his ambition blinds him to the inconveniences of his position. He finally is glad to double in a war drama in place of Marmaduke X. Caruthers, who refuses to risk his life and limbs in a certain military scene. Swathed in bandages to hide his identity Chuck does several stunts, but in the final scene, that of a battle between American soldiers and Mexican bandits, his horse falls and he is severely injured. He is carried into the studio, hidden away and Marmaduke is bandaged and removed to the hospital in his stead. The actor is lionized in the newspapers for his supposed bravery, while the real hero is at home, pain-racked and despondent. Molly brings him flowers and Chuck gets a check for $1,000 to keep silent regarding his injuries. Chuck and Molly renew their vows and Chuck decides to return to his old job.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Fred Stone or of "The Goat."

AN ARTCRAFT PICTURE

Fred Stone, Popular Comedian, to Make His Cinema Debut in Great Artcraft Photoplay "The Goat"

Famous Star Known for his Athletic Prowess and Skill in all Forms of Gymnastic Work, Has a Delightful Role in His Initial Motion Picture Starring Vehicle.

FRED STONE, for many years a foremost comedian in musical comedies, makes his public debut in motion pictures in "The Goat," a splendid photoplay which will be seen in the ..... Theatre next ..... Mr. Stone is noted for his athletic prowess, and his skill in all forms of agile and dexterous gymnastic work. Upon the stage, in many of his finest musical comedy productions, he gave continuously new examples of his expertness in this direction.

Mr. Stone is, perhaps, best known for his eccentric comedy roles, such as in "The Wizard of Oz," but in "The Goat" it will be Fred Stone almost in **personae propia**, so far as make-up is concerned. The character he portrays in "The Goat" is that of a young iron worker who is infatuated with the movies and he has many interesting adventures. The play abounds in moments of real pathos, human nature and above all, wholesome comedy.

"I believe," said Mr. Stone to an interviewer at the Lasky Studios in California recently, "that 'The Goat' will, because of its interest as a story, its masterly direction and very capable support provided by Donald Crisp, the director, go over the top in excellent style when it is shown throughout the country. I liked the story immensely while it was being filmed, and I think it is one calculated to please almost everybody. I do not care to say anything about the role I portray in this production, but I have sought in every way to give my friends throughout the country an hour's agreeable entertainment. Those who are acquainted with my stage record, will know that when I say this I mean something worthwhile."

"The Goat" deals with an iron worker who gives up his job to become a motion picture actor. A charming love story runs through the picture, and it provides Mr. Stone with many opportunities for the display of the remarkable stunts which have made him famous through the country.

Mr. Stone's appearance in the field of the silent drama is not his first essay at pantomime. Several years ago, he appeared as a pantomimic star under the management of Robert Arthur in London and Liverpool. His success in pictures is already assured, by reason of his world-wide popularity, his extraordinary powers as an eccentric comedian, his indefatigable capacity for mastering whatever he attempts, his well-defined powers as a pantomimic artist, and his extraordinarily likable and magnetic personality.

Despite the fact that most of Mr. Stone's great successes had their origin on Broadway, he is as well-known throughout the country as he is in New York. Practically every one of the stage productions in which he has appeared has been a tremendous success on the road, and he has achieved a popularity all over America second to that of no other comedian of the stage. His screen debut in "The Goat" will undoubtedly be watched with the greatest interest, and it will bring out in force the numerous Stone admirers everywhere.

CAST AND STORY OF
"THE GOAT"
For Use of Exhibitors in Their House Organs or for General Publicity
AN ARTCRAFT PICTURE

Fred Stone's First Artcraft Picture, "The Goat" Deals With Life in the Motion Picture Studios

As Chuck McCarthy an Iron Worker the Celebrated Comedian Has a Delightful Role of Which he Makes the Most The Result Being a Remarkable Performance

CHUCK McCARTHY, an iron-worker, is anxious to earn some money for his sweetheart, Molly O'Connors, who wears an eight dollar diamond ring, given her by Chuck. "Ma" McCarthy encourages her son to go into the movies. Chuck practices at home until the neighbors call in the police. But, in due time, his chance comes.

One day, while working on a new motion picture studio under construction, Chuck ingeniously catches Bijou Lamour's runaway monkey which has escaped from the Parisienne star's arms and fled to the highest beam in the roof. Bijou is so grateful that she tells Chuck he certainly ought to be in the movies. Then it is discovered that Bijou doesn't know how to skate; and Chuck "doubles" for her on the rollers. He also beats up a lot of actors in German uniforms.

The Filmcraft Company now decide to keep Chuck on as an "extra." Somebody like him is needed to do all the hard work and get none of the credit. Chuck can be "the goat." The innocent Irishman falls for the offer.

Chuck and Molly quarrel because he has given up a perfectly good iron worker's job for the uncertain fame of the movies. Molly works as a stenographer in the Filmcraft Studio, and she can see that her fiance is the laughing stock of the place. So one day, in a fit of shame and anger, she hands him back his ring. Chuck, fascinated already by Bijou Lamour, consoles himself with such smiles as the star deigns to cast in his direction.

But Bijou smiles on Chuck only to make Marmaduke X. Caruthers jealous. From the same motive she tells Chuck that if only he had the wardrobe, he could doubtless be a leading man. Chuck buys some swagger afternoon clothes, and causes a great sensation in the studio.

The Filmcraft is putting on a big picture with battle scenes of which Caruthers is the star. The effeminate, lily-livered matinee idol flatly refuses to do the dangerous stunts called for by the script. Chuck is commanded to "double" for Caruthers. Since the hero, supposedly wounded, appears with his handsome face bandaged, it is a simple matter to conceal Chuck's Celtic features and dress him up so that he can't be told from Caruthers. When he appears at Universal Ranch the admiring crowd is none the wiser.

Chuck rides in the most daring scenes, while Caruthers, back in his dressing room languidly smoking cigarettes, takes the credit. There is a battle between American soldiers and Mexican bandits and when riding furiously, Chuck's horse falls and he is thrown violently to the ground.

Badly hurt, Chuck is borne back to the studio and to the star's dressing room. The manager, who knows that the Company will be ruined if the public discovers that an "extra" has doubled its popular hero, arranges to take Caruthers in an apparently unconscious and bloody state, out to the ambulance before everybody, and then to sneak the real victim off home by a rear exit.

While Bijou Lamour visits her hero that evening in the hospital and presents him with a haystack of American Beauties, Molly O'Connors, in tears at Chuck's bedside in the McCarthy flat, offers "the goat" a cheap little bunch of assorted flowers. Chuck reads in the paper the announcement of Bijou's engagement to Caruthers. He humbly asks Molly if she will have him back, even though he has made a fool of himself. Molly lets him slip the diamond ring on to her finger once more.

The Filmcraft Company sends Chuck a check for $1000 with his honorable discharge. He wonders what he shall do now with his leading man wardrobe. But Molly bids him think what swells they'll be when they go on their honeymoon to Niagara Falls!

"THE GOAT"
THE CAST

Chuck McCarthy, an Iron Worker — Fred Stone
Mrs. McCarthy, his Mother — Fannie Midgely
Mr. McCarthy — Charles McHugh
Bijou Lamour, an Actress — Rhea Mitchell
The Baby Vampire — Sylvia Ashton
Marmaduke X. Caruthers an Actor — Philo McCollough
Molly O'Connors, Chuck's Sweetheart — Winifred Greenwood
Director Griffin — Noah Beery
Jimmy Quicksilver, Assistant Director — Raymond Hatton
Director Graham — Charles Ogle
Studio Manager — Ernest Joy
Casting Director — Clarence Geldart

PRESS REVIEW

To Be Sent Out Immediately After the First Showing of "The Goat,"

AN ARTCRAFT PICTURE

Fred Stone's First Artcraft Photoplay, "The Goat," Curious Mixture of Human Drama and Riotous Humor, Achieves Triumph

Story Deals With Iron Worker who Seeks to Gain Wealth and Fame as a Motion Picture Actor and who Finds His Road Rough—Many Interesting Scenes Are Pictured

THE first Fred Stone Artcraft picture "The Goat," proved a delightful treat to the clientele of the ..... Theatre where it was presented with unusual success yesterday. "The Goat" is a curious mixture of homely human drama and riotous fun, with the agile Fred always very much in evidence. The photoplay was received with applause and Mr. Stone at once established his popularity.

Mr. Stone plays the part of Chuck McCarthy, an iron worker, who becomes dissatisfied with his wages of $3 a day and decides to take a short cut to wealth via the movies. Most of the scenes take place behind the scenes in a picture studio in this photoplay, Mr. Stone's ease of manner, his wonderful sense of the ludicrous, and his skill at acrobatics combine to make his performance quite enjoyable.

When the picture opens, the young iron-worker hero, Chuck McCarthy, is shown at home dining with his family. He is filled with the idea of going in the movies, which he acquired while doing some construction work that day at the Filmcraft Studio. During the day he had chanced to rescue the leading lady's pet monkey and she, thanking him effusively, had remarked that he should go in the pictures.

The "movie bug" is therefore planted firmly in Chuck and neither the disdainful attitude of his father, or of his sweetheart Molly, will turn him from his purpose. By a fluke the next day Chuck is selected to double for the leading lady, Bijou Lamour, who is to do a roller skating scene. He makes good at that, but gets into a terrific fight with some film soldiers who are in German uniforms.

That night when Chuck returns home, Molly, who thinks he is making a fool of himself in the pictures, tells him as much and they quarrel, Molly giving back her engagement ring. The next day Bijou Lamour praises Chuck and he thinks that he is in love with her. He does not know that she is in love with Marmaduke X. Caruthers, the famous star.

Chuck appears before the casting director clad in wonderful new clothes and announces that he is ready to be engaged as a leading man. Chuck's big chance comes when he is chosen to "double" for Marmaduke X. Caruthers in a dangerous scene. He plays an army officer and his face is so bandaged that no one recognizes him, everyone mistaking him for Marmaduke.

In a dramatic moment he rescues a child from falling under the feet of galloping horses, but he is injured badly and carried to Marmaduke's dressing room. There it is decided to send Marmaduke to the hospital to carry out the deception. And the next day the injured Chuck is forced to sit up in bed at home and read eulogies of Marmaduke's bravery in the newspapers.

But there is a happy ending, for Molly returns to him and the heads of the film company send him a check for $1000. And Molly and Chuck decide that after their honeymoon he will go back to his old job as an iron worker.

The action gives Stone a wonderful chance to indulge in his famous stunts, and certainly no one on the screen can give us such a variety of breath-taking acrobatics combined with real comedy. His support is excellent, Winifred Greenwood giving a splendid interpretation of Molly, while Rhea Mitchell was excellent as Bijou Lamour, the French movie actress with a Milwaukee accent.

Fannie Midgely, Charles McHugh and Philo McCollough were excellent while Sylvia Ashton had a good comic role as the baby vampire. Noah Beery as a motion picture director, and Raymond Hatton as his assistant, scored repeatedly. Charles Ogle, Clarence Geldart and Ernest Joy played directors, studio managers and such.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

W. S. S.

BUY! BUY!

JESSE L. LASKY Presents

FRED STONE



in "The Goat"

An ARTCRAFT Picture

Story and Scenario by FRANCES MARION
Directed by DONALD CRISP

Fred Stone Is In It!

THAT is the big news for anybody who ever saw Fred Stone on the regular stage.

He is here on the screen in "The Goat" and he sets the house arock. Miss him and you will be sorry—for the whole town will have something on you, not to mention the rest of America!

NOW ALL WEEK!

ARTCRAFT THEATRE *COME!*

See the World's Greatest Acrobatic Comedian

JESSE L. LASKY Presents

FRED STONE



in "The Goat"

An ARTCRAFT Picture

Story and Scenario by FRANCES MARION
Directed by DONALD CRISP

Fred Stone Flashes Through This Great Picture

YES, FLASHES is the word. He takes some of the biggest risks you ever saw like oiled lightning—does a stunt on the roof of a building that makes your heart count one-two-three too fast for comfort, beats up a lot of actors who had dared to don the German uniform—picks up a little girl from under the flying hoofs of a horse—and through it all does not bat an eyelash. For honest-to-goodness thrills see "The Goat."

The Home of Paramount and Artcraft Pictures

ARTCRAFT THEATRE

Castle Square *Continuous 11 to 11*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE

h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
IM in "ROUGH & READY."
Eve., 15c. including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE

St. to 86th St.

TH BROADWAY AND
THEATRE 77TH STREET
nawa, "Honor of His House,"
in "Riders of the Night."

EATRE 8TH AVENUE
AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE

h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 16 Cathedral Parkway
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE
AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Vestchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
& GUILT OF SILENCE"

EATRE, 4048 Third Av.
riscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
riscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

A HUMAN HURRICANE

JESSE L. LASKY
presents

FRED STONE



in The Goat

An ARTCRAFT Picture

Story and Scenario by Frances Marion. Directed by Donald Crisp

THERE never would be a picture like "The Goat" if there wasn't any Fred Stone—he's a regular hurricane, you certainly have to hand him THAT!

He juggles with life and limb as though they were not worth thirty cents, and to extract a little girl from a tangle of flying hoofs is just an incident in the day's work for him.

Remember how excited you were the day Dad first took you to the circus years ago? Well, THAT'S the feeling "The Goat" will bring back. SEE IT!

"Foremost stars, superbly directed in clean motion pictures"

ARTCRAFT THEATRE

Castle Square *Continuous 11 to 11*

BELOW 14TH

NEW STAND EAST BE & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAF
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LAB
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "T
Mack Sennett Comedy, "If Pa

PALACE 133 E
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Se

STAPLETON
RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,
"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,
HAMILTON WM. S
in "THE
"A SON OF DEMOCR
ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B
NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA in "T
WITH

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal
Cont
Henry B. Walthall in "Hund
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

UP AND DOWN BROADWAY

In and Out of the Film Studios

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Goat"

AN ARTCRAFT PICTURE

"MOVIE BUG" BITES HIM WHEN BATHING GIRLS GET BUSY

Fred Stone Has Fine Role in His First Screen Offering "The Goat"

A GROUP of shapely bathing girls in a boxed set and a woman's kind if careless remark, are what caused Chuck McCarthy to be bitten by the "movie bug." Chuck is the young iron worker hero of "The Goat," the new Artcraft Picture in which Fred Stone is starred, and which will be shown at the..... Theatre next ..... Fred is said to give one of his finest interpretations in the character of Chuck.

At the story's start he is shown working at the Filmcraft Studio as an iron worker, whither he has been sent for the day on some construction work. Then the bathing girls come into his life and he makes a thrilling rescue of the leading lady's pet monkey. She wants to thank him and carelessly tells him that he should be in the movies. No more encouragement is needed. The next day Chuck presents himself to the casting director of the Filmcraft Studio. The rest of the story is given up to telling of Chuck's adventures in the pictures. The story is said to be a laugh from start to finish. It was written by Frances Marion, and is said to represent that scenario writer at her best.

Donald Crisp directed the picture and a strong cast supports the star. Rhea Mitchell, Sylvia Ashton, Winifred Greenwood, Raymond Hatton, Charles Ogle, Noah Beery and other well known players have important roles. Henry Kotani was the camera man.

FRANCES MARION FAMOUS SCENARIST NOW IN WAR WORK

Author of "The Goat" Starring Fred Stone Enters Service of Government.

FRANCES MARION, author of "The Goat," Fred Stone's first Artcraft picture, which will be shown at the ..... Theatre next ....., and one of the most successful of the younger scenario writers, resigned her position recently with the Famous Players-Lasky Corporation to go to the front. Miss Marion will visit France, England, Russia, Italy and the Orient to write propaganda for the Government. So with "The Goat" the public will have its last chance for some time to see her screen contributions. With this Stone picture Miss Marion is at her best and the result is a story, admirably constructed and bubbling over with infectious humor.

Frances Marion's rise to fame was meteoric. A San Francisco newspaper woman and illustrator, she first entered the pictures as an actress. But her writing skill soon found an outlet when she wrote a story for Mary Pickford. Later she wrote for Clara Kimball Young and other famous stars and when Mary Pickford went with Artcraft, Miss Marion was engaged to write for her.

She had just finished writing "The Goat" for Fred Stone when she learned that the Government had honored her by a call to service. Miss Marion's skill in dramatic writing will fit her admirably for the work in store and her stories will treat of the war's effect on family life and the home.

HOW FRED STONE TRAINS CHILDREN TO BE OBSERVING

Famous Star of "The Goat" Has Original Ideas Regarding His Own Daughters

FRED STONE is working out an unusual plan of his own. He has three charming little daughters that he is training to be comediennes when they grow up and this is the way he trains them. When he works in a picture he goes home after each day's work and goes through the laugh-provoking stunts of the day. This is done to get criticism from his kiddies as well as to develop their sense of comedy.

"They are the keenest critics I have," he says, "and I'm always anxious to hear what they have to say of my work. While I was making 'The Goat,' in Los Angeles I had a great many comic roping stunts, dances, falls, and so forth that I rather fancied myself, but I was never sure of them until I had tried them out before the children. Every time I learn a new dance I teach it to the kiddies and I'm teaching them to ride, rope and do the stunts that will aid in building them up physically as well as develop their sense of comedy."

If you want to get a good look behind the scenes see Fred Stone in his Artcraft Picture, "The Goat," which will be shown at the ..... theatre next ..... It is perhaps the most comprehensive view that the picture people have given us of the life back of the stage. It tells of the adventures of Chuck McCarthy, a young iron worker who is stricken with the "movie bug" when he visits the Filmcraft Studio to do some construction work. It is an excellent vehicle for Fred Stone and it gives him extraordinary opportunities to display his humor and acrobatic skill.

FRED STONE HAS STRONG SUPPORT

Star of "The Goat" Heads Big Cast of Fine Players

ONE of the strongest casts ever seen here supports Fred Stone, the new Artcraft star, in his first comedy, "The Goat," which will be shown at the .... Theatre next ..... Mr. Stone plays Chuck McCarthy, a young iron worker, who is anxious to break into the movies. Fannie Midgely and Charles McHugh are excellent as his father and mother and Rhea Mitchell and Winifred Greenwood share honors in the leading feminine roles.

Philo McCollough appears as Marmaduke X. Caruthers, the movie leading man and Noah Beery, Raymond Hatton, Clarence Geldart, Charles Ogle and Ernest Joy appear as directors, assistant directors and studio managers. Sylvia Ashton, who will be remembered for her excellent work in Cecil B. de Mille's Artcraft picture, "Old Wives For New," is splendid in the comic role of a baby vampire.

The picture was made from an original story by Frances Marion and it shows throughout the marks of the excellent direction of Donald Crisp. Henry Kotani was the cameraman.

Famous Cameraman

HENRY KOTANI, cameraman, is a name that is becoming increasingly well known, as this little Oriental wizard of photographic art continues to turn out pictures of high calibre. Under Director Crisp, Kotani has done excellent work in filming "The Goat" starring Fred Stone at the ..... Theatre this week and it has earned him well deserved praise.

WENT ON STAGE AT AGE OF THREE

Winifred Greenwood Supports Fred Stone in "The Goat"

WINIFRED GREENWOOD, who shares honors with Rhea Mitchell for the feminine lead in "The Goat" which will be displayed at the ..... Theatre next ..... has been before the public since she was three years old. At that time she was living in a Pennsylvania town and had practically no dramatic aspirations. But a traveling stock company passed through Miss Greenwood's town and while there, a child actress, who played a small but important part, was taken ill and Winifred was substituted for her.

She did so well that the theatrical company decided to take her and her mother along with them, and she has been an actress ever since. After playing Little Eva, Little Lord Fauntleroy, and other famous child characters, Miss Winifred graduated to grown-up parts, and when the pictures beckoned she left the speaking stage for the new art form.

Recently she has done excellent work in Paramount and Artcraft pictures, playing important roles in "M'liss," starring Mary Pickford, and "Believe Me Xantippe," starring Wallace Reid.

Having a Good Time

RAYMOND HATTON, Noah Beery, Clarence Geldart and Charles Ogle are having the time of their lives these days. They have been more or less under the domination of directors, but in "The Goat," the Artcraft picture in which Fred Stone is starred at the ..... Theatre this week they have their revenge. The story concerns life behind the scenes in the movies and the four actors mentioned all play directors, taking great joy in emphasizing the mannerisms of the respective film bosses they worked for.

AMUSING STUNT OF STONE IN "THE GOAT"

Falls Among Bathing Girls and Pursues Simian

ONE of the amusing stunts in "The Goat," the Artcraft picture in which Fred Stone makes his first stellar appearance at the ..... Theatre next ..... shows where he, as Chuck McCarthy, a young iron worker, crashes through a boxed set where some bathing girls are working and scares the pet monkey of Bijou Lamour, leading woman, so that it escapes from her arms.

Chuck pursues the monkey when it climbs out on some girders and he reaches it by a curious stunt of walking upside down on some loops of rope. Just as he reaches the monkey he slips and falls into a large tank of water where the bathing girls are disporting. He comes up gasping with friend monkey safely in his arms and swims to shore with the leading lady's pet, where she thanks him effusively.

The picture was directed by Donald Crisp and some admirable photography was contributed by Henry Kotani.

Crisp a Genius

WHEN Fred Stone came west to make three pictures for Artcraft, Donald Crisp was chosen to direct him. Until about a year ago Crisp was known as one of the best character actors in the pictures, and since starting in at directorial work he has speedily made a name for himself. His excellent work in directing Wallace Reid led to his selection to handle the Stone comedies. That the choice was a wise one has been proved by "The Goat," which is on view at the .....Theatre this week and which is a splendid tribute to Crisp s genius.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "THE GOAT"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Madam:

It is only on rare occasions that a motion picture exhibitor is privileged to make so important an announcement as that which it is our privilege to make herein, namely, that Fred Stone, the celebrated comedian in musical comedies, will make his debut in motion pictures in his first Artcraft photoplay, "The Goat," at our theatre next.....

This is a charming narrative and affords Mr. Stone many opportunities for effective work. Mr. Stone is an acrobat as well as comedian and it is said that many of the athletic feats performed by him in "The Goat" are remarkable and quite unsurpassable.

We are convinced that this photoplay, which depicts life in motion picture studios will be one of exceptional interest to our clientele. Mr. Stone is excellently supported by a large cast of prominent screen players, and many of the scenes are ponderous and of wonderful beauty.

It will afford us pleasure to extend you every courtesy should you find it convenient to attend the premier display.

Yours sincerely,

.....
Manager,

MAIL CAMPAIGN

Post Card Suggested for the Exploitation of

"THE GOAT"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It doubtless will be of interest to you to learn that Fred Stone, the celebrated musical comedy star, will be seen in his first Artcraft picture, "The Goat," at our theatre next . . . . . This is a superb story and it has been produced on a ponderous scale seldom accomplished in other pictures. You should arrange to see it.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to state that the published announcement that Fred Sone, the famous comedian and athlete, will be seen in his first motion picture, "The Goat," at our theatre next . . . . . , has caused a sensation among our clientele. We believe this will prove the most important photoplay produced at our theatre in many months.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to remind you that "The Goat," th esuperb Artcraft photoplay in which Fred Stone, the famous musical comedy fun-maker, makes his cinema debut, will be the attraction at our theatre today. This is a production of the highest artistic and entertaining value and we recommend it to you most heartily.

Yours sincerely,

Manager _____

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE GOAT"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

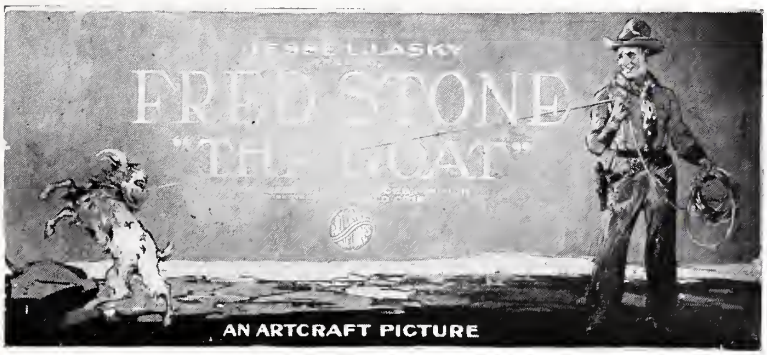
FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

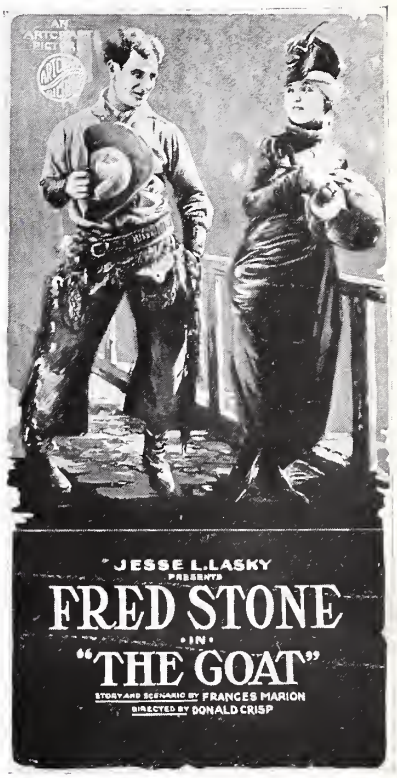
ADVERTISING POSTERS AND SLIDE

FOR

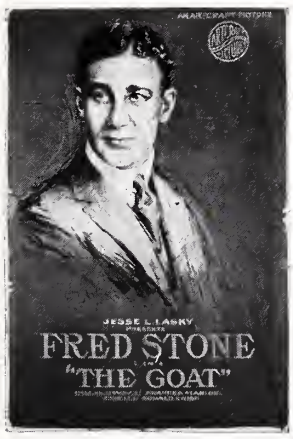
"THE GOAT"



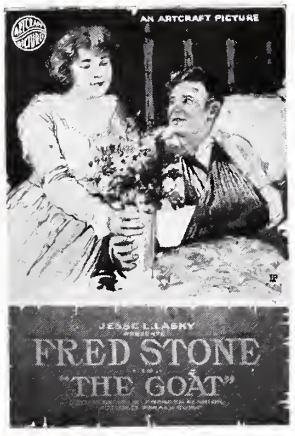
Twenty-four Sheet



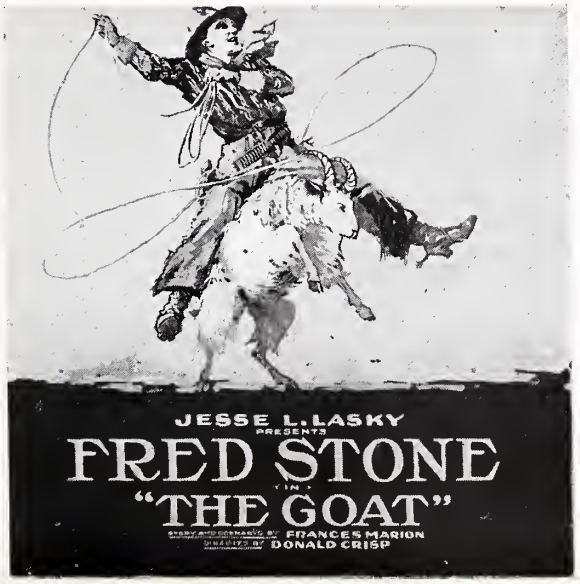
Three Sheet



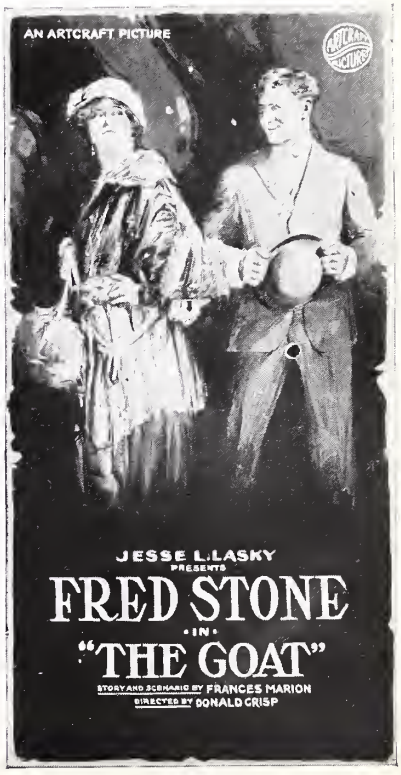
One Sheet



One Sheet



Six Sheet



Three Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

CHARLES RAY.....A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS.....BOUND IN MOROCCO
GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK..... FEDORA
WILLIAM S. HART .....RIDDLE GAWNE
BILLIE BURKE.....IN PURSUIT OF POLLY
DOROTHY DALTON.....GREEN EYES
DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT.....THE MARRIAGE RING

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID..... THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD.....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 11

Come On In

Scheduled Release Date: **22 Sept 1918**

SHIRLEY MASON and ERNEST TRUEX









Press Book and Advertising Aids

CHARLES KENMORE ULRICH, *Editor*

for the

JOHN EMERSON—ANITA LOOS

Production

"COME ON IN!"

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres* JESSE L. LASKY *Vice Pres* CECIL B. DE MILLE *Executive Supervisor*

ARTCRAFT PICTURES

PRODUCTION CUTS AND MATS

"COME ON IN"



Scene from "Come On In" Starring SHIRLEY MASON and ERNEST TRUEX
A Paramount Picture



Scene from "Come On In" Starring SHIRLEY MASON and ERNEST TRUEX
A Paramount Picture



SHIRLEY MASON and ERNEST TRUEX in "Come On In"
A Paramount Picture



SHIRLEY MASON and ERNEST TRUEX in "Come On In"
A Paramount Picture



SHIRLEY MASON and ERNEST TRUEX in "Come On In"
A Paramount Picture



SHIRLEY MASON in "Come On In"
A Paramount Picture



SHIRLEY MASON in "Come On In"
A Paramount Picture



SHIRLEY MASON and ERNEST TRUEX in "Come On In"
A Paramount Picture



SHIRLEY MASON in "Come On In"
A Paramount Picture



SHIRLEY MASON in "Come On In"
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Three Two-Column Cuts and Mats.
Centre Row—Two Three-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — **AD CUTS and MATS**

Important Facts for Live Wire Exhibitors on "Come On In"

NEW PARAMOUNT STARS

IN this superb photocomedy, two stars new to Paramount audiences, are introduced most advantageously. They are Shirley Mason, a screen player of talents and beauty, and Ernest Truex, the youngest comedy star on the legitimate stage, who scored an immense hit by his artistic performance in "The Very Idea" at the Astor Theatre, New York. Although only seventeen years old, Miss Mason has won fame and popularity on the stage and screen and she has evinced dramatic ability of the highest order in such stage productions as "The Squaw Man," "The Poor Little Rich Girl" and in such pictures as "Cy Whittaker's Ward," "The Seven Deadly Sins," "Celeste of the Ambulance Corps," "The Awakening of Ruth" and many others. She is petite of figure, an expert rider and swimmer and her beauty is of that quality which directors term "splendidly screenable." Mr. Truex, her co-star in this and other Paramount productions yet to be made, is a comedian of rare powers and he has appeared in practically every city in the United States in musical comedy productions. His talent is of that character which doubtless insures success for him in the cinema field. Under the competent direction of John Emerson, it is a safe prediction that the names of Shirley Mason and Ernest Truex will soon be household words in the national family of motion picture fans.

THE AUTHORS

THE authors of "Come On In" are John Emerson and Anita Loos, two of the best known screen writers and producers in the country. They effected their combination in California, where they won success in their productions starring Douglas Fairbanks, these including "His Picture in the Papers," "In Again, Out Again," "Wild and Woolly," "Down to Earth," and "Reaching for the Moon." Their most recent success was "Hit-the-Trail-Holliday," in which George M. Cohan scored so notable a triumph. Their constructive talents are splendidly displayed in "Come On In" and it seems a certainty that it will rank among their best in public esteem.

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Production Cuts and Mats

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Paper and Slides
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Latest Releases

A TRAINING CAMP STORY

EMMY LITTLE, a stenographer, in a staunch patriot and she decides to do her bit for her country by running down German spies. She suspects her employer and when Professor Schmell calls upon him, she decides to watch him. She takes a room at the Professor's boarding house. She is loved by Eddie Short, who enlists in the United States army and becomes a sergeant at Camp Upton, and Otto Schott, a drafted man. Both hate each other cordially. Otto is in the inner counsels of a band of Hun spies and he plots not only to win Emmy, but to slay her uncle, Colonel Little. He entices Emmy to the country home of "his aunt" where he shows her several Hun spies trussed up, and she is so overjoyed at his vigilance that she consents to wed him on the spot. Their marriage follows and Eddie Short is a most disconsolate witness. The newlyweds motor to the railroad station and meanwhile the Hun spies entrap Colonel Little in a cellar and place him in a large box into which they force gas and escape. Eddie follows them and holds them at the point of a revolver until the police arrive and arrest them. He then returns to the house of Otto's "aunt" and forces that woman to reveal Colonel Little's plight, with the result that Eddie rescues him just as he is becoming unconscious. It happens that the express train which the newlyweds planned to take is late and Eddie is enabled to intercept them with the aid of detectives. It transpires that Otto has two wives in Berlin and his marriage with Emmy is annulled. Eddie is promoted to be lieutenant and Emmy ultimately weds the little patriotic soldier who has done so much for his country.

THE SUPPORT

THE supporting players appearing with the co-stars in this production are players of exceptional merit. They include Richie Ling, Charles De Planta, Joseph Burke, Renault Tourneur, Bernard Randall, Blanche Craig, Myer Berenson and Louis Hendricks. Each player has been appropriately cast, the result being an even performance which adds much to the attractiveness of the picture.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Shirley Mason and Ernest Truex or on "Come On In," a John Emerson—Anita Loos Production

A PARAMOUNT PICTURE

Shirley Mason, Dainty Paramount Star, Possesses Beauty and Talents Which Will Make Her Most Popular

With Ernest Truex, Her Co-Star, Who is Famous as a Comedian, This Charming Screen Player Has Bright Future in Paramount Pictures

WITH the presentation of "Come On In," a John Emerson-Anita Loos production, at the ..... Theatre next ....., two stars of prominence make their debut in Paramount pictures. They are Shirley Mason and Ernest Truex, both of whom are well known in their respective fields of activity, the first as a charming screen player of talent, the second as a stage comedian whose popularity in musical comedy in recent years has been unbounded.

Miss Mason is new to most Paramount audiences, although she has a splendid reputation among screen fans for her work in other screen productions. Mr. Truex has appeared in Paramount pictures before, having supported Mary Pickford in her screen versions of "A Good Little Devil" and "Caprice."

Though but seventeen years old, Shirley Mason has already won fame on the stage and the screen, and achieved enviable popularity.

She was born in Brooklyn, N. Y., and educated by private tutors. Her first appearance before the footlights was at the age of four, when she created the part of Little Hal in "The Squaw Man," with William Faversham. She then played Little Meenie in "Rip Van Winkle," Peter in "Passers-By," after which she toured the country as "The Poor Little Rich Girl."



Shirley Mason

Her dramatic ability and winsome beauty made her a particularly good camera subject, and her early appearance in the films includes the following successes: "Mary Had a Little Lamb," "Blades of Grass," "The Littlest Magdalene," "Vanity Fair," "Celeste of the Ambulance Corps," and "Incia." Her more recent productions are "The Seven Deadly Sins," "The Little Chevalier," "The Tell-Tale Step," "The Lady of the Photograph," "The Awakening of Ruth," "The Apple-Tree Girl," and "Cy Whittaker's Ward."

Miss Mason weighs ninety-four pounds, is somewhat under five feet, and has a splendidly proportioned figure, due to her vigorous outdoor life, she being an expert rider and swimmer.

Ernest Truex is the youngest comedy star on the legitimate stage, and previous to signing up with the Famous Players-Lasky Corporation he scored one of the biggest hits of his career in "The Very Idea," which had a long run at the Astor Theatre, New York. His reputation, however, was solidly established before this time by his exquisite comedy work in "Very Good Eddie," "The Dummy," "The Good Little Devil," and other successes. The comedian received his first dramatic training when a child and has been more or less associated with the stage ever since.

He has appeared in practically every city of America during his career. His first professional engagement was in "Quo Vadis," in which he played a child part and gained for himself many laurels. Later he appeared in children's parts with the Woodward Stock Company, with which he remained for several years, playing important roles in all the old favorite plays.

Then he went into musical comedy, and soon became known as one of the cleverest light comedy stars in the business.



CAST AND STORY OF

"COME ON IN"

For Use of Exhibitors in Their House Organs or for General Publicity

A PARAMOUNT PICTURE

Shirley Mason and Ernest Truex Make Their Paramount Debut as Stars in "Come On In," a John Emerson—Anita Loos Production

Theme of Superb Production is Patriotic, and Depicts Life in the United States Training Camps, Incidentally Exposing Activities of Hun Spies

EMMY LITTLE, a stenographer, decides to do her bit by tracking down German spies. She is suspicious of her employer, and when Professor G. Wottan Orphul-Schmell comes to see him at the office, she copies the address on the Professor's card and that evening takes a room in the same boarding house.

Emmy has two suitors. Eddie Short had left the office to enlist on the day war with Germany was declared in Washington. He is a little runt, but full of pep. Otto Schott is the boss's right hand man. Otto is caught in the draft and sent to Upton where he serves under Eddie, who is now a sergeant. The two young men cordially hate one another.

Because Otto is big and good-looking, Emmy inclines to favor him. She tells him, however, that the man she marries must have done some big thing for his country. Otto, who is in the inner counsels of a band of Hun spies operating in New York, plots with his Teutonic friends to put one over on Emmy and to kill her uncle, Colonel Little, at the same time.

Otto drives Emmy to the country home of his "dear old aunt," where he shows her all the German spies trussed up and helpless. She is overjoyed that Otto has succeeded where, so far, her own attempts to do her bit have failed. She falls into Otto's arms, saying she will marry him at once. Then she phones her uncle, the Colonel, to come out to the wedding.

Otto and Emmy are married with Colonel Little standing beside the bride. The heart-broken Eddie Short is also present. Meanwhile, the spies, who, Emmy supposes, have been removed long since by the police, are preparing a neat snare for the Colonel. The newly-weds motor off to the station. Before the Colonel can get into his car, he is called to the telephone. A trap-door opens beneath his feet, letting him fall into the cellar, where the spies leap upon him and beat him unconscious. They then place over their victim a large dry-goods box with gas tubes leading into the box. The gas is turned on and the spies escape.

Meanwhile Eddie Short and the Colonel's orderly have become suspicious. They leave the automobile at the door and enter the house. Not finding the Colonel, the orderly calls the police, and Eddie gives chase to the spies, disappearing in a cloud of dust down the road.

Eddie overtakes the spies, jumps into their car and holds them up at the point of his revolver, until the police come to his aid. He then drives like mad back to the house. He frightens Otto's "dear old aunt" into confessing where the Colonel is, and the little sergeant barely saves his superior officer from death by asphyxiation.

It is now plain that Otto is one of the gang. Fortunately the express, which is to carry him and his bride to New York, is late. The young pair have no more than entered the Pullman when the train is halted and a force of plain-clothes men swarm aboard. Otto is arrested and proved to be a famous German spy with two wives already in Berlin. Eddie personally conducts this little triumph. Colonel Little makes Eddie a lieutenant in his company, and Emmy marries the man who has really done a big thing for his country.

"COME ON IN"

THE CAST

Emmy Little, a Stenographer — Shirley Mason
Eddie Short ..... Ernest Truex
Count von Bumstuff — Charles De Planta
Prof. G. Wottan Orphul-Schmell — Joseph Burke
A. Schlobb, Emmy's Boss — Renault Tourneur
Otto B. Schott .. Bernard Randall
Mrs. Schroeder .... Blanche Craig
Office Boy ..... Meyer Berenson
The Colonel ..... Richie Ling
German Spy ..... Louis Henrick

PRESS REVIEW

To Be Sent Out Immediately After the First Presentation of "Come On In," a John Emerson—Anita Loos Production.

A PARAMOUNT PICTURE

Shirley Mason and Ernest Truex, Co-Stars in Paramount Pictures Score Big Hit in the John Emerson—Anita Loos Production of "Come On In"

Splendid Comedy of the Training Camp, Written by John Emerson and Anita Loos Proves a Delight to Great Audience at Premier Presentation

AN immense audience attested its appreciation in no uncertain manner of "Come On In," a comedy of the training camps, the first starring vehicle of Shirley Mason and Ernest Truex, the new Paramount stars, which received its premier in this city at the ..... theatre yesterday. The artistry of the co-stars, as well as the excellence of the photoplay, which is a John Emerson-Anita Loos production, and in which they make their first appearance in Paramount pictures, served to make the presentation a most delightful one in every respect.

The picture, written by John Emerson and Anita Loos, and directed by Mr. Emerson, is a delightful comedy depicting life in the national training camps. The story is an excellent one and the dramatic situations are well sustained. Emmy Little, a stenographer, is a staunch patriot and she decides to do her bit for her country by tracking down German spies. She suspects her employer and when Professor Schmell calls upon him, she decides to watch him. She is loved by Eddie Short, who enlists in the United States army and becomes a sergeant, and Otto B. Schott, a drafted man. Both hate each other cordially. Otto is in the inner counsels of a band of Hun spies and he plots, not only to win Emmy, but to slay her uncle, Colonel Little. He entices Emmy to the country home of "his aunt," where he shows her several Hun spies trussed up, and she is so overjoyed at his vigilance that she consents to wed him on the spot. Their marriage follows and Eddie Short is a most disconsolate witness.



Ernest Truex

The newlyweds motor to the railroad station and meanwhile the Hun spies entrap Colonel Little in a cellar and place him in a large box into which they force gas and escape. Eddie follows them and holds them at the point of a revolver until the police arrive and arrest them. He then returns to the house of Otto's "aunt" and forces that woman to reveal Colonel Little's plight with the result that Eddie rescues him just as he is becoming unconscious.

It happens that the express train which the newlyweds had planned to take is late and Eddie is enabled to intercept them with the aid of detectives. It transpires that Otto has two wives in Berlin and his marriage with Emmy is annulled. Eddie is promoted to be lieutenant and Emmy ultimately weds the little man who has done so much for his country.

There is little doubt that Miss Mason will more than duplicate her success as a motion picture star gained in lesser pictures, if she continues her work under the Paramount banner with the same degree of intelligence and artistry she evidences in her first vehicle. She is beautiful, winsome, magnetic, petite and charming and as a patriotic stenographer who is trying to do her bit for her country by tracing Hun spies, she was quite fascinating. Ernest Truex, her co-star, proved himself a comedian of no mean calibre and if his performance in his first effort for the screen is a criterion, he will advance far in his new field.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

ADOLPH ZUKOR PRESENTS

A JOHN EMERSON AND ANITA LOOS PRODUCTION

SHIRLEY MASON AND ERNEST TRUEX



By JOHN EMERSON and ANITA LOOS

Directed by Mr. EMERSON

in

"Come On In!"

A Paramount Picture

WHAT is a poor German Spy to do when he falls in love with a patriotic stenographer as pretty as Shirley Mason in this great picture?

He wants to be true to the Kaiser but Cupid tells him to be true to somebody else. So he tries to be true to both, but Eddie Short (played by Ernest Truex), who is a regular American soldier, catches him at it, and being in love with the sweet stenographer himself, contrives to land on the spy and his pals good and plenty, assisted therein by the Secret Service. A corking good picture.

Paramount Theatre

ADOLPH ZUKOR PRESENTS

A JOHN EMERSON AND ANITA LOOS PRODUCTION

SHIRLEY MASON AND ERNEST TRUEX



in

"Come On In!"

A Paramount Picture

By JOHN EMERSON and ANITA LOOS

Directed by Mr. EMERSON

ALL employers who happen to be German spies in disguise should come and see Shirley Mason play the part of the patriotic stenographer in this great picture.

She's got two suitors and she lets on she will marry the one who does something really Great for his country. They both get into the Army and the tall fellow is a private under the little fellow who is a sergeant. They love each other like stray bull-dogs—but say, you should see what happens when the sergeant finds that the private is a German spy—some dust!!!

PARAMOUNT THEATRE

W. S. S.

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

ADOLPH ZUKOR PRESENTS

A JOHN EMERSON AND ANITA LOOS PRODUCTION

SHIRLEY MASON AND ERNEST TRUEX



in

"Come On In!"

A Paramount Picture

By JOHN EMERSON and ANITA LOOS Directed by Mr. EMERSON

YOU wouldn't think a stenographer could catch a roomfull of German spies, would you? But that's what Shirley Mason aims at doing in this new picture, though there are some pretty close calls before the thing is put over.

By herself she would have balled up the whole thing, but there's a little sawed-off runt of an Eddie Short, (played by Ernest Truex) who does some fine "persuading" with a six-shooter. Gee, those spies do quake!

Paramount Theatre

Sherman Square — Continuous 11-11

Paramount & Artcraft Pictures Only

UP AND DOWN BROADWAY

In and Out of the Film Studios

WEST SIDE
14th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
...er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
... Secret," with ELLA HALL.
...pts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
...er—The Beast of Berlin"
...ATHE NEWS COMEDY
VAUDEVILLE

...IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
...IM in "ROUGH & READY."
...Eve., 15c, including war tax.

...GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
...BRADY in "THE TRAP."
"THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

...BROADWAY AND ...T THEATRE 77TH STREET
...awa "Honor of His House,"
... in "Riders of the Night."

...EATRE 8TH AVENUE AT 44TH STREET
...RDEN, "The Splendid Sinner"

WEST SIDE
... St. to 125th St.

...ROADWAY AT 89TH ST.
...SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...AN 116 Cathedral Parkway.
2 to 11 P. M.
...IVET, in "Lest We Forget"

... 116th St. & 5th Ave.
...SUBMARINE EYE."
...THE WOMAN IN THE WEB."

...REET & MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME"
..."THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...ston Forbes-Robertson
...nks and Faces."

...EST 59th & Columbus Ave.
Cont., 11.30 to 11 P. M.
...NNETT in "THE KEY TO
...USINESS." Toto Comedy.

...onderland THIRD AVENUE AT 152D STREET.
...hillips in "The Risky Road"

...COMEDY 3754 3d Ave.
...LIAFERRO, 'The Three of Us'
...STORY COMEDY

...Westchester Av. & 161st St.
...TANCE TALMADGE
...THE STUDIO GIRL"
...TH CLIFFORD
...E GUILT OF SILENCE"

...HEATRE, 4048 Third Av.
...riscale in "Madame Who?"

...RESCENT 168TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S Pl. & ALBANY AVE.
...riscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...edford Section

...RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
...AM FARNUM
IN
...S MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST BR... & MARK...
Mrs. Vernon Castle, "Hillcrest Mystery"
"His Old-Fashioned Dad" & Alice ...

ORPHEUM 126 Secon...
FRANK KEENAN in "LOAI...
4th Epis. "THE WOMAN IN ...

ST. MARKS 133 Sec...
CARLYLE BLACKWELL in ...
OUT." "THE EAGLE'S ...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 15 "THE MYSTE...

M. & S. Theat...

AMERICAN MOVIES ...
Francis X. Bushman & B...
in "With Neatness and ...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

NEW 14th ST. 14TH ... SE...
"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Cli...
DOROTHY DALTON in "...
Mack Sennett Comedy, "It Pa...

PALACE 133 E...
Pauline Frederick, "Mrs. ...
5th Epis. "The Woman ...

SUNSHINE 141 E...
Edith Storey, 'Treasur...

WACO 118 Riv...
Elsie Ferguson, "The S...

STAPLETON
RICHMOND TH...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A ...

NEWARK, N...

..."Tarzan of the Apes," with J...
A Sidney Drew Com...

HOBOKE...
STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...
HAMILTON WM. S... in "THE ...
"A SON OF DEMOCR...
ORPHEUM KITTY ... in "THE PU...
Tmw—MAE MARSH in "Fiel...

ROCKAWAY B...
NEW THEATRE HAMMEL... ROCKAW...
OLGA PETROVA in "T... WITH...

FAR ROCKA...
COLUMB...
MAE MARSH, 'The Face ...

Stuyvesant Heights

COLONIAL BROAD... ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadway... Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hal... Con...
Henry B. Walthall in "Humid...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey &... Cont. 1...
Margery Wilson in "Flames ...

Ridgewood Secti...

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "Come On In", A John Emerson—Anita Loos Production, A Paramount Picture.

SHIRLEY MASON AND ERNEST TRUEX NEW PARAMOUNT STARS

Capable Screen Players Have Excellent Roles in "Come On In"

DAINTY Shirley Mason, a screen player of prominence and winsome beauty, and Ernest Truex, a comedian celebrated in musical comedy, will make their first appearance as co-stars in Paramount pictures in a patriotic John Emerson-Anita Loos production written especially for them by John Emerson and Anita Loos, which will be presented at the ..... theatre next ..... The play depicts life in the soldiers' training camps and its theme is intensely patriotic.

In this photoplay, Miss Mason portrays the role of a patriotic stenographer who decides to do her bit for her country by exposing and tracking down Hun spies. While she is doing this she herself is hunted by a rascally spy who has been drafted into the United States army and she is rescued from his clutches just in time to save her, by her real sweetheart, the part played by Mr. Truex, a small but intensely patriotic soldier, full of pep and ginger. After a series of highly interesting adventures the couple foil the spies and find happiness in their mutual love.

It is said that this comedy of the training camps is the first which pictures the life of the soldier at the national cantonments and it has much educational value. The photoplay was directed by Mr. Emerson and no expense was spared to make it one of the best of its kind ever produced. The co-stars have been provided with an excellent cast of supporting players, all of them being of the highest artistic calibre.

NEW MASON-TRUEX PICTURE HAS FINE PATRIOTIC THEME

"Come On In" Carries Weighty Message to All Citizens of This Country

CARRYING a patriotic message to men and women citizens of the country, "Come On In," an excellent John Emerson-Anita Loos production which is the vehicle that introduces Shirley Mason and Ernest Truex to Paramount audiences, will be shown at the ..... Theatre next. ..... Aside from the loftiness of its theme, "Come On In" is essentially a dramatic photoplay which will hold the interest of the most blase theatregoer.

During the filming of the photoplay at Camp Dix, Mr. Truex wore the uniform of a lieutenant and wherever he went he was saluted by the troops.. When he was passing a guard house, a dozen soldiers saluted and the clever little actor, who never had spent an hour in training camp, was at a loss to know what to do. He finally found Mr. Emerson and Miss Loos, who were writing a scene for Miss Mason in Colonel Carmichael's office.

"What shall I do?" he inquired anxiously. "I hope they don't mistake me for President Wilson or King George."

The little comedian was assured that the soldiers recognized in him an officer whose uniform they saluted rather than the man himself, and this explanation was perfectly satisfactory. In "Come On In," Mr. Truex plays the part of a sergeant who later is promoted to a lieutenancy and he aids Emmy Little, the character played by Miss Mason, in bringing several Hun spies to book.

The photoplay is one of superior merit and an excellent cast of players has been provided.

"COME ON IN" DEALS WITH HUN SPIES IN TRAINING CAMPS

Production Starring Shirley Mason and Ernest Truex Is Most Notable

THE secret machinations of German spies in the training camps in this country are graphically exposed by John Emerson and Anita Loos in their first production for Paramount, "Come On In," which will be shown at the ..... Theatre next ..... and which serves to introduce Shirley Mason and Ernest Truex to Paramount audiences as co-stars in motion pictures.

In the development of the story of the photoplay, Miss Mason portrays the role of a patriotic stenographer who is desirous of doing her bit for her country and who imperils her life in tracing Hun spies. Mr. Truex is seen as a little sergeant stationed at Camp Upton, who loves the stenographer and who cordially hates his rival, a trooper, who is in fact a German spy affiliated with a band of Hun agents who are operating to the injury of Uncle Sam at the cantonments.

The principals in the story have many exciting adventures, but they never lose sight of the slogan of the picture," come on in —the war is fine!" It is an appeal to every man, be he of draft age or beyond, to do all in his power to frustrate the secret enemies of democracy who burrow their way into every activity in these crucial days. Running through the story is a strong vein of satire on German stupidity and the utter inability of German agents to appreciate the ideals and purposes of civilized nations. The picture has been admirably produced by Mr. Emerson and the support throughout is excellent.

SHIRLEY MASON IN DELIGHTFUL ROLE

Dainty Paramount Star Tracker of Spies in "Come On In"

A LITTLE stenographer who does her bit for her country in this war by tracking Hun spies who are operating in soldiers' training camps throughout the country, is worthy of the commendation of her fellow citizens. This is the role portrayed by Shirley Mason who makes her initial appearance as a Paramount star in "Come On In," a John Emesron-Anita Loos production, which will be shown at the ..... Theatre next .....

Although not new to the screen, Miss Mason is not a familiar figure to Paramount audiences—not as familiar as she will be within the coming twelve months when she will be seen in other screen productions with Ernest Truex, her co-star. Mr. Truex is an admirable foil to the winsome personality of Miss Mason and the two stars doubtless will soon have a large and enthusiastic following.

The story of "Come On In," written by John Emerson and Anita Loos, is a patriotic comedy of the training camps and it has been sumptuously staged. The support is in every respect excellent, the chief roles being in the hands of Charles de Planta, James Burke, Richie Ling, Bernard Randall and others.

Exposes Hun Spies

The first Paramount starring vehicle of Shirley Mason and Ernest Truex, "Come On In," which is being shown at the..... theatre this week, is an admirable film comedy which exposes the methods of Hun spies in this country. Aside from its dramatic interest, the photoplay is filled with quaint and enjoyable comedy.

ERNEST TRUEX HAS NOTABLE CAREER

Famous Musical Comedy Star to be Seen in "Come On In"

ERNEST TRUEX, the famous musical comedy comedian who is co-star of Shirley Mason in Paramount pictures, the first of which, "Come On In," a John Emerson-Anita Loos production is to be shown at the ..... theatre next ..... has had a notable artistic career. Mr. Truex recently scored a decisive hit in "The Very Idea," at the Astor Theatre in New York and he will be remembered here by his capital performance in "The Dummy" and "The Good Little Devil."

Mr. Truex is known as one of the cleverest light comedy stars in the business. His talent is of that quality which is peculiarly adapted to success on the screen. In "Come On In," he has the role of a sergeant in the United States army who is promoted to a lieutenancy because he runs down a dangerous band of Hun spies operating in the training camp where he is quartered. He is an excellent vis-a-vis to Miss Mason who plays the part of a patriotic stenographer who does her bit in graphic style for her country. Both are splendidly supported by picked screen players.

A Notable Singer

RICHIE LING, the man who plays the part of Colonel Little in "Come On In," the first John Emerson-Anita Loos production for Paramount starring Shirley Mason and Ernest Truex which is being shown at the..... theatre this week, is a well known opera singer whose ability as a screen actor is as pronounced as was his success vocally The comedy of the training camps is a well worth while picture.

HUN SPY METHODS SHOWN IN PICTURE

How They Are Foiled Shown in "Come On In"

THE cruel methods adopted by Hun spies in the accomplishment of their designs, are admirably depicted in "Come On In," the initial John Emerson-Anita Loos production for Paramount. starring Shirley Mason and Ernest Truex, the new Paramount stars, which will be shown at the ..... theatre next .....

Colonel Little, stationed at a United States training camp is made the victim of German spies who believe that by killing him they will save Germany. They capture him, thrust him into a cellar and after turning on the gas, leave him to be asphyxiated. He is saved in the nick of time by a sergeant, the part portrayed by Mr. Truex, who later brings the spies to justice.

Miss Mason has an admirable role in this charming comedy, that of a patriotic stenographer who does her bit by tracing Hun spies. It nearly involves her in serious trouble, but she escapes unhappiness by a narrow margin and ultimately weds her little admirer, the former sergeant who has been promoted to be lieutenant. The photoplay, which was written by John Emerson and Anita Loos, has a military atmosphere which will be found quite refreshing. The supporting players are of the best.

Great Producing Team

JOHN EMERSON and Anita Loos, authors of "Come On In," their first production for Paramount, a comedy of the training camps which introduces Shirley Mason and Ernest Truex as Paramount stars at the..... theatre this week, have written and produced many notable screen successes for Douglas Fairbanks. Mr. Emerson is a director of signal ability as this photoplay amply indicates.

MAIL CAMPAIGN

Matter for Paramount Theatre Letter Mortise on "COME ON IN"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:

The simultaneous appearance of two new stars in Paramount pictures is an event of importance to motion picture theatregoers. When we announce therefore that Shirley Mason, a beautiful and talented motion picture star, and Ernest Truex, one of the most widely known musical comedy comedians, will be seen in their first Paramount picture, "Come On In," a John Emerson-Anita Loos production at our theatre next...., we believe that our patrons will be greatly interested.

Both these talented artists are new to Paramount picture audiences, and their first appearance as co-stars in "Come On In" doubtless will serve to win them many admirers. This is an excellent comedy depicting life in the training camps and inasmuch as the story deals with Hun spies, and affords many dramatic moments of great power, it is a certainty that all who see the picture will find it an artistic delight.

The story was written by John Emerson and Anita Loos, while the picture was directed by Mr. Emerson. This is a guarantee of excellence and we do not hesitate therefore, to recommend it highly to our patrons. The supporting players are of the best and the photography is most artistic. We will be pleased to welcome you at the premier presentation.

Sincerely yours,

.....
Manager.

MAIL CAMPAIGN

Matter for Post Card Mortices on "COME ON IN"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It will interest our clientele to learn that Shirley Mason and Ernest Truex, the new stars in Paramount pictures, will be seen in their first co-starring vehicle, "Come On In," a superb John Emerson-Anita Loos production at our theatre next ..... This is an excellent comedy of the training camps.

Sincerely yours,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The famous stars, Shirley Mason and Ernest Truex will be seen in their initial screen offering in Paramount pictures, "Come On In," a John Emerson-Anita Loos production at our theatre next ..... This is a superb comedy with a military atmosphere which we cordially recommend to your favorable attention.

Sincerely yours,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "Come on In," a splendid John Emerson-Anita Loos production the first starring vehicle for Shirly Mason and Ernest Truex in Paramount pictures, will be displayed at our theatre today. The subject is an excellent one and we believe, will be of vast interest to our clientele.

Sincerely yours,

Manager _____

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"COME ON IN"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

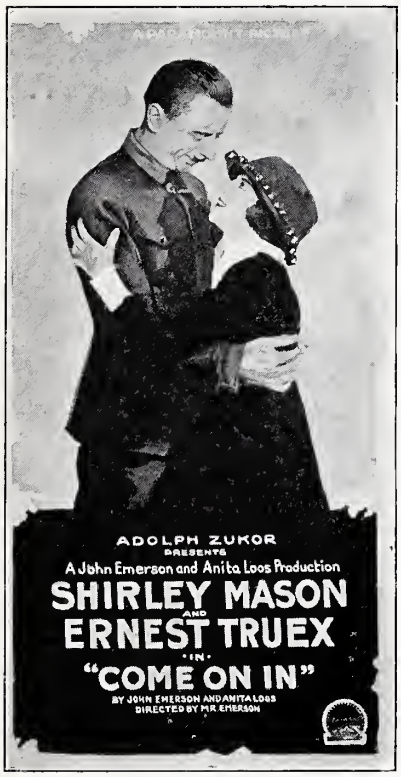
487 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS AND SLIDE

FOR

Shirley Mason "COME ON IN" Ernest Truex

Always obtainable at your Exchange



Three Sheet



Slide



Three Sheet



One Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

PAULINE FREDERICK.....“RESURRECTION”
ENID BENNET...“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL
DOROTHY DALTON .“THE MATING OF MARCELLA”
MARGUERITE CLARK .....“PRUNELLA”
CHARLES RAY .....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTON’S .....“MISSING”
LINA CAVALIERI.....“LOVE’S CONQUEST”
VIVIAN MARTIN .....“VIVETTE”
PAULINE FREDERICK....“HER FINAL RECKONING”
SESSUE HAYAKAWA.....“THE BRAVEST WAY”
WALLACE REID.....“THE FIREFLY OF FRANCE”
ENID BENNETT .....“A DESERT WOOING”

MARY PICKFORD .....“M’LISS”
WM. S. HART..... .....“SELFISH YATES”
DOUGLAS FAIRBANKS.....“ MR. FIX-IT”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON .....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS.....“SAY, YOUNG FELLOW”
GEORGE M. COHAN...“HIT THE TRAIL, HOLLIDAY”

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 12

Her Country First

Scheduled Release Date: **22 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

VIVIAN MARTIN

in

"HER COUNTRY FIRST"

A Paramount Picture

TRADE MARK Paramount Pictures

TRADE MARK Paramount Pictures

FAMOUS PLAYERS and LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

VIVIAN MARTIN in "HER COUNTRY FIRST"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

PARAMOUNT PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Why "Her Country First" is a Notable Paramount Photoplay

VIVIAN MARTIN, FAMOUS STAR

TALENTED, of highly attractive personality, dainty and sweet, Vivian Martin, a famous star in Paramount pictures, has a following of admirers possessed by few motion picture celebrities. Her charm and genius never have been evidenced to finer advantage in any picture than in her newest vehicle, "Her Country First," the story of which touches upon the war. Her capable work, so splendidly shown in "Unclaimed Goods" and "Viviette," is even more attractive in this photoplay. The role of a patriotic young girl who risks her life to prevent German spies from carrying on their detestable operations beneath the old flag which they pretend to respect, affords Miss Martin ample opportunities for the display of her vivacious talents, and it is needless to observe, that she neglects none of them. We venture to predict that "Her Country First" will prove one of the most charming photoplays of her splendid repertoire.

CELEBRATED AUTHOR

MARY ROBERTS RINEHART, author of "Her Country First," is one of the most distinguished novelists in the country. She is clever, thoughtful, prolific and popular, and according to magazine editors, "she can do anything." She is equally brilliant in the writing of novels, short stories, travel and war articles, and she invariably writes with fascinating effect. It is safe to say that "Her Country First," in picture form, will prove one of her most delightful creations.

THE SCENARIST

EDITH KENNEDY, who wrote the picture version of "Her Country First," has done many successful scenarios for Paramount pictures. One of her most successful recent pictures was "The Bravest Way," in which Sessue Hayakawa was starred. In "Her Country First" she has contributed a charming comedy drama of the films which is admirably suited to Vivian Martin's talents.

JAMES YOUNG, DIRECTOR

IT is said of James Young, the man who produced "Her Country First" that he never directed a failure. Certainly he has a long list of famous picture successes to his credit, and his latest photoplay seems destined to go down in screen history as another triumph for Mr. Young. He is a master of dramatic construction and he has the faculty of getting the best out of the players who gather beneath his directorial banner.

SPLENDID SUPPORT

AN exceptionally fine cast of capable screen players has been provided for the support of Miss Martin. These include John Cossar, Florence Oberle, Brydine Zuber, J. Parks-Jones, James Farley, Lillian Leighton and others. All are widely and favorably known to motion picture patrons.

THE CAMERAMAN

FRANK GARBUTT is a cameraman whose skill is generally recognized and whose "shooting" of the scenes of "Her Country First," is certain to add to his reputation as a wizard with the lens.

SUPERB STORY

DOROTHY GRANT, daughter of a munitions contractor, living in an inland town is intensely patriotic. She forms a Girls' Aviation Corps and arranges for regular drills. She sees the sign "Beware of Spies," on her father's plant, and observing that William, her father's new butler, cuts grapefruit the wrong way, she instantly concludes that he is a spy. On the contrary, the butler is a Secret Service man hunting for spies, and he goes to the rescue of Dorothy when she is imprisoned in the garage by the chauffeur, a German spy, and Lena, the cook, his confederate. They seek in vain to obtain from Dorothy the pass word to the munitions plant, and when William appears, he is shot by the chauffeur and left for dead. Dorothy is bound and gagged, and subsequently released by William, who revives. Help arrives, the spies are arrested and Dorothy falls into the arms of her sweetheart who, she fancied, was in love with her sister and not with herself. Dorothy is made a popular heroine and all ends happily.

PERTINENT REMARKS

THIS is an excellent picture subject which exhibitors will find it profitable to exploit on a liberal basis. The photoplay is a timely one and will delight every motion picture fan. Use the special press stories provided for you in this Press Book.

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SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Vivian Martin or "Her Country First"

A Paramount Picture

VIVIAN MARTIN HAS MOST DELIGHTFUL ROLE IN NEW PARAMOUNT PHOTOPLAY

She "Does Her Bit" in "Her Country First" and Gets Into Lots of Trouble— A Talk With the Star

IN trying "to do her bit" for her country, Dorothy Grant became involved in serious trouble. Attacked by spies and threatened with death if she refused to reveal the pass-word to her father's munition plant. Dorothy held out only to become a much admired and interviewed heroine.

This is the character assumed by Vivian Martin, the dainty Paramount star, in her newest photoplay, "Her Country First," which will be displayed at the.....theatre next..... If advance reports count for anything, this is perhaps the best photoplay in which Miss Martin has been seen in many months. When one considers "Unclaimed Goods" and "Viviette," both of which scored so heavily here a short while ago, this statement is going some.

This is what dainty Vivian Martin says about her latest starring vehicle, and what she says should be of general interest to motion picture fans—every one of them an admirer of hers. Listen:

"I desire to impress upon my friends all I honestly feel when I say that 'Her Country First' is a delightful photoplay, splendidly written and produced, and because of its timeliness in these days of war and Hun spy operations in this country, an object lesson to the young women of the country. Dorothy Grant is just the kind of girl every young woman should aspire to be—brave and patriotic and always ready to do her bit for her country."

The story of "Her Country First" tells how Dorothy Grant tries to do her "bit" and how she gets into several pecks of trouble. She is a romantic little person, very much in love with Craig Allison, a young man whom she thinks is in love with her sister. As things turn out we find that it is really Dorothy that he is interested in.

Dorothy and her girl friends organize the Girls' Aviation Corps, and arrange drills so that they may be at their country's call when needed. Dorothy also reads a sign that says "Beware of Spies," and she promptly begins to look for them in her own home. Her suspicions fasten on William, the new butler, principally because he cuts the morning grapefruit in an unprofessional way, Her suspicion is intensified by his subsequent acts, and as the drama develops Dorothy is taken prisoner, and only escapes by the use of the semaphore, which she has learned to operate while drilling with the Girls' Aviation Corps.

The story has a surprise finish, which we will not reveal here, and shows Dorothy the admired and interviewed heroine in the closing scenes. It is a picture to delight people of all ages.

James Young is being complimented all along the line for the splendid direction he has given the picture, and the cast supporting Miss Martin is excellent. It includes John Cossar, Florence Oberle, Parks-Jones, L. W. Steers, Lewis Willoughby, James Farley, Helen Carlisle, and Lillian Leighton. Frant Garbutt was the photographer.



CAST AND STORY OF "HER COUNTRY FIRST"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

PATRIOTISM THEME OF VIVIAN MARTIN'S NEW PARAMOUNT PICTURE

Charming Star in "Her Country First" Has Role of Patriotic Girl Who Does "Her Bit" for Her Country

"HER COUNTRY FIRST"

THE CAST

Dorothy Grant, a Patriotic Girl . . Vivian Martin
Franklin Grant, a Munitions Contractor
John Cossar
Mrs. Grant, his Wife . . . . . Florence Oberle
Isabelle Grant, Dorothy's Sister . . Brydine Zuber
Craig Allison, Dorothy's Fiancee . . J. Parks-Jones
Dr. Barnes . . . . . L. W. Steers
William, the Butler . . . . . Lewis Willoughby
Henry, the Chauffeur . . . . . James Farley
Lena, the Cook . . . . . Lillian Leighton

THE STORY

DOROTHY GRANT is a charming little patriot in a country town, who decides to help her country by organizing a Girls' Aviation Corps. The parents of the young women do not take their efforts seriously, and although the girls obtain their uniforms, they have difficulty in finding a place to drill. They finally go to a meadow, where a farmer, who is an ex-soldier, offers to teach them drill tactics, and they gladly accept his offer.

Dorothy's father, Franklin Grant, owns a munition plant to which hangs the sign saying, "Beware of Spies." In the home there is employed a butler named William, who, Dorothy convinces herself, needs watching especially as he cuts the grapefruit the wrong way and gives other evidences of not being a professional butler. Dorothy admires Craig Allison, who calls frequently at the Grant home, and she is depressed because she believes he admires her sister, Isabelle.

One evening Dorothy, after retiring, steals downstairs in her pajamas and sees William crouching near her father's safe. She rushes to her father's room, carrying a large wet sponge, which she throws over the transom. Her aim is good and the sponge lands on her father's face. He rushes out and Dorothy tells him that she has absolute proof that William is a spy, but he merely laughs at and refuses to take her seriously.

The next day she sets a watch on William, and observes him do things which confirm her suspicion that he is a spy. She confides to Henry, the chauffeur, and Lena, the cook, and they look at her significantly when she leaves. That night Lena knocks at Dorothy's door and tells her that Henry, who lives over the garage, is ill and asks her to come to his assistance. When she goes there she finds Henry and Lena, who make her a prisoner.

They demand from her the pass-word to the munition plant, which she refuses to give. William, who has been watching, comes to her rescue and is shot by Henry. Mr. Grant and two special policemen obtain information that there is something wrong and they hasten to the Grant home. Henry binds and gags Dorothy and he and Lena take their departure, leaving her with the unconscious William. He soon recovers and though badly wounded, unties Dorothy's hands. Looking from the window Dorothy sees the ex-soldier farmer on his milk-wagon. She attracts his attention and signals to him in regulation semaphore fashion to bring the police. Henry, meanwhile, returns and is trying to force Dorothy to reveal the pass-word when the police arrive. After a struggle both Henry and the cook are arrested and Dorothy faints in her father's arms.

The next day Dorothy has a great time with reporters interviewing her about her adventures and photographers taking her picture. She is rendered more happy when Craig Allison tells her that it is not her sister, Isabelle that he loves, but her alone. He is in his new-donned uniform and he first salutes, then takes her in his arms. This splendid picture will be shown at the . . . . . theatre next . . . . . , with every accessory attainable to insure a successful presentation.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of "Her Country First," A Paramount Picture

"HER COUNTRY FIRST" WITH VIVIAN MARTIN AS STAR IS GIVEN CORDIAL RECEPTION

Dainty Paramount Star Portrays Role of Intensely Patriotic Girl Who Foils German Spies and Becomes Heroine

EXHIBITING her vivacious talents in no uncertain manner, dainty Vivian Martin, the celebrated Paramount star, was seen in her latest patriotic photoplay, "Her Country First," with signal success at the.....theatre yesterday. This may be aptly termed one of the most notable, as well as impressive, photoplays in which Miss Martin has appeared this season, and that this view was shared by the audience, was manifested in a most emphatic manner.

In this play, Miss Martin portrays the role of Dorothy Grant, the daughter of a manufacturer of munitions, who risks her life to prevent German spies from wrecking that plant in the interest of their government. In the development of the story Miss Martin has ample opportunities for the display of her genuis and it is needless to say that she has neglected none of them.

Dorothy Grant, who lives in a country town, is intensely patriotic. She forms a Girls' Aviation Corps and arranges with an old soldier, now the driver of a milk-wagon, to drill the corps. She is in love with a young man, but believes him to be enamored of her sister, and is quite dejected in consequence.

On the walls of the munition plant she sees the words: "Beware of Spies," and she begins a hunt for Hun plotters. She observes that William, the new butler employed by her father, cuts the grapefruit the wrong way and she instantly concludes that he is a spy and needs watching. It develops, however, that William is in fact, a Secret Service man, who, himself, is trailling spies and who suspects the chauffeur and the cook in the Grant houshold to be Hun agents, and to watch them the better he accepts a menial position for which he is wholly unsuited.

The cook and chauffeur are eager to obtain the pass-word admitting the possesser to the munition plant and aware that Dorothy knows the word, they entice her to a room above the garage and there seek by threats of death to extract it from her. She refuses to do this, however, and at this juncture, William arrives and in attempting to rescue the girl is shot by the chauffeur. They leave him for dead. Dorothy is then bound and gagged and the spies leave them temporarily.

William revives and succeeds in freeing Dorothy, who then opens the window and by wig-wagging to the drill-master, who is on his milk-wagon outside, she conveys her message of danger to him, and he goes in search of help. The chauffeur arrives and again threatens Dorothy with death if she does not give him the pass-word. Help arrives, Dorothy and William are rescued, the spy arrested and for several days thereafter, Dorothy is a popular heroine.

There is a surprise finish to this play, which we do not care to reveal, but it will be found extremely interesting to all who see the picture. Miss Martin is splendidly supported by a company of capable players, including John Cossar, Florence Oberle, Brydine Zuber, J. Parks-Jones, James Farley, Lewis Willoughby and others. The picture is based on the famous story by Mary Roberts Rinehart, and was adapted for the screen by Edith Kennedy. The direction of James Young was highly capable and the photography by Frank Garbutt left nothing to be desired.

TRADE MARK
Paramount Pictures

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Jesse L. Lasky *presents*

Vivian Martin



A Paramount Picture

Based upon a short story by Mary Roberts RINEHART
Scenario by Edith Kennedy
Directed by James Young



in "Her Country First"

IF you want to know how to help your Uncle Sam, girls, see Vivian Martin's latest Paramount picture, "Her Country First."

She wanted to be one of his aeroplane pilots, but your Uncle doesn't need lady pilots—

So Vivian Martin finds another way to help him.

The way? Come and see "Her Country First" if you want to know how to help him too.

Paramount Theatre

Monument Square **Continuous 11—11**

Ad-Cuts and Mats are always ready at Your Exchange

Jesse L. Lasky *presents*

VIVIAN MARTIN



in "Her Country First"

A Paramount Picture

THERE'S always a way a girl can help her Uncle Sammy. Vivian Martin found the way when she learned that Uncle couldn't use a lady aeroplane pilot. She did the prosaic things like knitting, but she did something else too. Something real important that you'll have to see "Her Country First" if you want to know about.

PARAMOUNT THEATRE

Monument Sq. From 11—11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

EST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

PERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

ES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

EST SIDE
St. to 86th St.

BROADWAY AND 77TH STREET
awa "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

EST SIDE
St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 76 Cathedral Parkway
2 to 11 P. M.
IVET, in "Lest We Forget"
116th St. & 5th Ave.
& SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
nsks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LAFERRO, 'Tho Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
riscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
riscale in "Within the Cup"

A, 1368 St. John's Pl
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
S MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

Jesse L. Lasky *presents*

Vivian Martin



TRADE MARK
Paramount Pictures

in

"Her Country First"

A Paramount Picture

Based upon a short story by Mary Roberts Rinehart
Scenario by Edith Kennedy. *Directed by* James Young

"GEE! I wish I could enlist and fly!" says Vivian Martin in her latest Paramount Picture. 'I'd show those Huns!"

But she couldn't do that because Uncle Sam has enough nephews to beat the Huns.

So all that she could do was to—Ah! That's it! What she did! If you, too, want to know the best way to help your Uncle, girls, see Vivian Martin's latest Paramount Picture.

PARAMOUNT THEATRE

Monument Square **TO-DAY** Continuous 11—11

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST 8T & MARK
Mrs. Vernon Castle, "Hillcrest Myster
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAD
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Cli
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E
Pauline Frederick, 'Mrs. D
6th Epis. "Tho Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON
RICHMOND THE
CARMEL MYERS in "The
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N
HAMILTON WM. S
in "THE
"A SON OF DEMOCR
ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Fiehl

ROCKAWAY B
NEW THEATRE HAMMER
ROCKAW
OLGA PETROVA IN
WITH

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights
COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadway
Cont. 1
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hundr
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To be Sent to the Newspapers Daily for One Week in Advance and During the Showing of "Her Country First", A Paramount Picture.

GIRL PATRIOT IS VIVIAN MARTIN IN HER NEW PICTURE

How Dorothy Grant Goes About It Makes "Her Country First" Charming Photoplay

HOW Dorothy Grant, the beautiful daughter of a manufacturer of munitions, makes up her mind to be a real patriot and how she goes about it, makes one of the most delightful screen romances in which dainty Vivian Martin has been seen in many weeks. This is the role portrayed by this popular Paramount star in "Her Country First," her latest starring vehicle which will be shown at the.....theatre next .....

It is doubtful if Miss Martin has ever had a better story in which to exhibit her charm and skill. It is timely, its dramatic suspense is admirably worked out, and the humor of some of its situations puts the audience in good humor at once. Miss Martin has an excellent sense of comedy, in addition to her splendid playing of the serious scenes, and her beauty and youth make her well suited for the role.

A strong cast supports Vivian Martin in this photoplay. It is headed by J. Parks-Jones, John Cossar and Lewis Willoughby. Others who have important parts are Florence Oberle, Helen Carlisle, L. W. Steers, James Farley, and Lillian Leighton.

A Famous Scenarist

EDITH KENNEDY, who wrote the picture version of "Her Country First" from Mary Roberts Rinehart's famous story, has done numerous successful scenarios for Paramount pictures. One of her most successful recent pictures was "The Bravest Way," in which Sessue Hayakawa was starred. In "Her Country First," which will be shown at the.....theatre next....., she has contributed a charming comedy-drama of the films that is admirably suited to winsome Vivian Martin as a starring vehicle.

AUTHOR OF VIVIAN MARTIN'S PICTURE IS FAMOUS WRITER

Mary Roberts Rinehart Who Wrote "Her Country First" is Novelist of Reputation

MARY ROBERTS RINEHART, who wrote the popular story, "Her Country First," which has been picturized by Paramount for charming Vivian Martin, is the most prolific, the most popular and the cleverest woman writer in America today.

Magazine editors often say, "She can do anything," and certainly she contributes a mass of splendid material to the magazines on all sorts of subjects. Novels, short stories, travel articles, war articles—she turns them out continually. One of her cleverest stories is "Her Country First," which was arranged for the screen by Edith Kennedy, and Vivian Martin has one of the best roles of her screen career in the character of little Dorothy Grant. It will be shown at the..... theatre next..... The supporting cast is excellent.

Throws Wet Sponge

ONE quiet and novel way to awaken a sleeping man whose bedroom door is locked is to throw a wet sponge over the transom with such precise aim that it hits him in the face. That is what pretty little Dorothy Grant did to her father in "Her Country First," the latest Paramount picture in which Vivian Martin is starred, and which will be shown at the.....theatre next..... Dorothy decides to take to that drastic method when she discovered William, the new butler, trying to get in her father's safe, and she decided that he was a spy after the plans to her father's munition factory. Vivian Martin plays the role of Dorothy, a part that is well suited to her youth, beauty and dramatic skill.

WOULD YOU STOP EATING CANDY TO SAVE COUNTRY?

This is What Vivian Martin Does in Her New Picture "Her Country First"

ARE you a pretty girl and would you give up eating candy while your country is at war? Vivian Martin, in "Her Country First," her latest Paramount picture, which will be on view at the.....theatre on .....next, plays the role of patriotic little Dorothy Grant, who tries to give it up. A young man whom she admires offers her some and is astonished when she refuses it. He takes her hand and asks whether she is feverish and she answers indignantly;

"For goodness sake, don't act like the family, which always considers that I'm sick when I'm merely intense."

"Her Country First" is one of the most entertaining comedy-dramas in which Vivian Martin has ever appeared, and she has a role exactly suited to her charm, beauty and youth. The story was written by Mary Roberts Rinehart, and was scenarioized by Edith Kennedy. James Young has given the picture excellent direction. The support is unusually fine, the cast including such well known players as John Cossar, Florence Oberle, Brydine Zuber, J. Parks-Jones, L. W. Steers and Lewis Willoughby.

Has Excellent Record

JOHN COSSAR, who plays the part of Franklin Grant in "Her Country First," the latest Paramount picture starring Vivian Martin, which will be displayed at the.....theatre next....., has an enviable record as a character man, he being a veteran of the screen and having scores of successfully played parts to his credit. He does excellent work in support of Miss Martin.

RISKS HER LIFE TO LOWER FLAG

Vivian Martin's Perilous Feat in "Her Country First"

DID you know that the American flag should be lowered after sunset? Little Dorothy Grant, the patriotic and charming heroine of "Her Country First," the latest Paramount picture in which Vivian Martin is starred, knew it when she found the national banner floating from the upper window of her home after the appointed time. She rushed to her father and cried:

"Father, do you realize that the Emblem of my Country and yours is floating in the breeze—after sunset?"

Then she sprang to the window, crawled outside at the risk of her life and lowered the flag.

This Paramount picture will be shown at the.....theatre next ..... It is taken from one of Mary Roberts Rinehart's most famous stories and affords winsome Vivian Martin excellent chances to display her charm and acting skill, and it is one of the best vehicles the fascinating little star has ever had.

Fine Leading Man

J. PARKS-JONES, the young leading man who gives such a splendid interpretation of Craig Allison in "Her Country First," the latest Paramount picture starring Vivian Martin, which will be shown at the.....theatre next ..... has done some excellent screen work recently in Paramount and Artcraft pictures and his acting has won him the praise of men high in the profession, among them Cecil B. De Mille, the famous producing director. Mr. Parks-Jones will be remembered for his excellent acting in "Old Wives for New," where he appeared as young Charley Murdock, the son. In support of Vivian Martin, however, he does the best acting of his career.

HOW TO WIG-WAG? ASK MISS MARTIN

Star Operates Semaphore in "Her Country First"

IN order to portray her role of Dorothy Grant in "Her Country First," the latest Paramount picture in which she is starred, Vivian Martin had to learn to operate the semaphore or wig-wag, as it is used in the United States Army.

In this picture which is the attraction at the.....theatre this week, Miss Martin plays the part of an eager, patriotic American girl who organizes a Girls' Aviation Corps. Her knowledge of the semaphore saves her from a difficult situation when she is taken prisoner by spies who try to learn the pass-word to her father's munition plant. But she manages to send out a distress signal and is rescued.

Sergeant Purcell of the United States Army, taught the pretty little Paramount star the semaphore and he found her a most willing student.

An Amusing Situation

ONE of the amusing situations in "Her Country First," the latest Paramount picture starring pretty Vivian Martin, is an incident which deals with the forming of a Girls' Aviation Corps. Dorothy Grant, the role played by Miss Martin, is the commander of the organization and she draws up a set of rules for the girls to abide by. One of the rules reads:

"Never leave shirt or coat unbuttoned at the throat." But under this rule an amendment is written in pencil, "Just a little way, being feminine."

The story was written by Mary Roberts Rinehart, most famous of American women writers, and gives charming Vivian Martin just the sort of role that is suited to her bouyant personality. It will be shown at the.....theatre next..... and manager..... is preparing to handle record crowds.

VIVIAN MARTIN REAL PATRIOT

Actress Busy During Filming of "Her Country First"

VIVIAN MARTIN certainly had her hands full during the filming of her latest Paramount picture, "Her Country First." In the picture she plays the part of a girl who organizes a Girls' Aviation Corps and saves her father's munition factory by her knowledge of the semaphore or signal system as it is practised in the United States Army.

The picture which will be shown at the.....theatre next ....., was made during the drive for the Third Liberty Loan and Miss Martin was kept busy enacting her part, learning to operate the semaphore, and making speeches in aid of the Loan. She also found time to go the Red Cross workrooms in Los Angeles and help there, and also to raise money for wounded soldiers by auctioning off things at a Red Cross bazaar. No one can question Vivian's patriotism.

Miss Martin's Initials

VIVIAN MARTIN'S initials are V. L. M., the "L" standing for Louise. A famous magazine writer once said that the initials should be "V. l. M."—Vim—because Vivian is so full of it. The popular, golden-haired little star gives a charming interpretation of one of the best roles she has ever had in "Her Country First," her latest Paramount picture, which is on view at the.... theatre this week.

Splendid Photography

THE action of "Her Country First," the latest Paramount picture starring Vivian Martin, which is being shown at the.... theatre this week, is heightened and presented at its best on the screen through the excellent camera work of Frank Garbutt, a young photographer who has been doing splendid work lately.

No Failures for Young

IT has been said of Director James Young that "he has never directed a failure." Certainly he has a long list of famous successes to his credit, and "Her Country First," the latest Paramount picture starring Vivian Martin, which will be shown at the.....theatre next....., will go down in screen history as one of them. Mr. Young is a master of dramatic construction, and he has the faculty of getting the most from the players who work under him. In Vivian Martin, the charming and diminutive star he had an actress to work with whose screen skill and beauty are famous, and a splendidly portrayed film romance is the result.

A Charming Character

MARY ROBERTS RINEHART, one of the most prolific and entertaining writers in this country created a charming and whimsical character in Dorothy Grant, the diminutive patriot who is the chief figure in "Her Country First," Vivian Martin's latest Paramount picture, which will be shown at the..... theatre next..... It is certain a more gifted actress than Miss Martin could not be found to visualize the part on the screen. Discriminating critics call "Her Country First," one of the best stories Mrs. Rinehart has ever written. The scenario version was made by Edith Kennedy and the support is unusually capable.

Fine Screen Romance

PRETTY Dorothy Grant was determined to be patriotic and the story of how she accomplished her purpose makes one of most delightful screen romances in which Vivian Martin has appeared for some time. As seen at the.....theatre this week. "Her Country First," the latest Paramount picture in which this fascinating little actress is starred, is proving wonderfully successful and crowded houses testify to the popularity of the star and the excellence of the picture.



MAIL CAMPAIGN

For the Exploitation of "Her Country First"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

The host of admirers of Vivian Martin, the charming Paramount star, who recently was seen here in "Unclaimed Goods" and "Viviette," have another treat in store for them when her latest photoplay, "Her Country First" will be presented at our theatre on.....next.

In this splendid picture, Miss Martin portrays the role of a patriotic American girl who forms a Girls' Aviation Corps and whose efforts to run down German spies, involves her in serious trouble, but which she manages to get out of, though not until she has had numerous experiences, all of which have their thrills and patriotic appeal for the young women of this country.

The story of "Her Country First" was written by Mary Roberts Rinehart, directed by James Young and it affords Miss Martin one of the finest characterizations she ever has attempted. Miss Martin is brilliantly supported, while the photography is unusually fine.

We believe this picture subject will interest you greatly and it will afford us pleasure to welcome you and the members of your family to our theatre at any time during the forthcoming display at our theatre.

Yours sincerely,

.....

Manager

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

For the Exploitation of "Her Country First"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We take pleasure to inform you that dainty Vivian Martin, one of the most charming motion picture stars in the country, will be seen in her newest Paramount photoplay, "Her Country First," at our theatre next.....

This is a charming picture production and we are sure that it will afford you delightful entertainment.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Beautiful and charming Vivian Martin, one of the most popular screen artists, will appear in her latest Paramount photoplay "Her Country First," at our theatre next .....

This excellent photoplay provides Miss Martin with abundant opportunities for the display of her talents and her characterization is its chief charm.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

Permit us to remind you that Vivian Martin's newest Paramount photoplay, "Her Country First," will be the attraction at our theatre today (.....). You will be wise to avail yourself of this opportunity to see this sterlng screen star in a most charming portrayal.

Yours sincerely

Manager _____

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"HER COUNTRY FIRST"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

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for

"HER COUNTRY FIRST"

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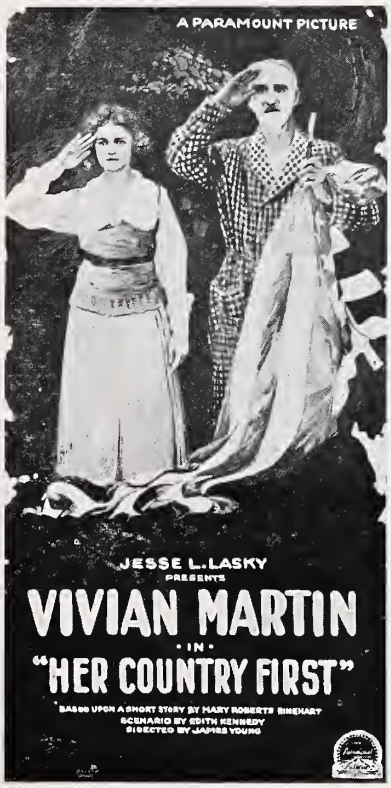
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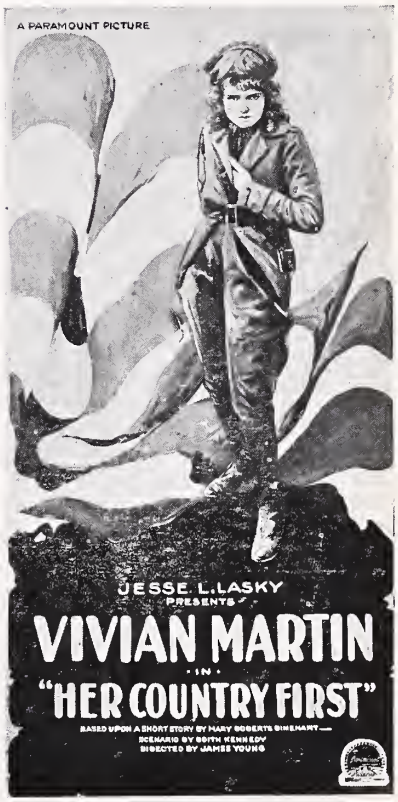
One Sheet



Three Sheet



Slide



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAMS S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
.. 8	E CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	MARY PICFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 13

He Comes Up Smiling

Scheduled Release Date: **15 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich *Editor*

Douglas Fairbanks

in

"He Comes Up Smiling"

An ARTCRAFT Picture

TRADE MARK ARTCRAFT PICTURES

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

Douglas Fairbanks in "He Comes Up Smiling"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

Facts Regarding Douglas Fairbanks' "He Comes Up Smiling"

DOUGLAS FAIRBANKS, THE STAR

WHEN it is said that Douglas Fairbanks, the genial athletic Artcraft star is not only one of the best known and popular screen stars in the country, with superb talents for mimetic expression no less emphatic than is his popularity wherever motion pictures are shown, it seems useless to amplify a perfectly obvious truism. But insofar as his performance in his latest Artcraft photoplay, "He Comes Up Smiling," is concerned, it must be said that it never has been exceeded in quality and artistic effectiveness, by his work in any picture success with which his name has been associated in many months. Geniality, optimism, cheerfulness and bubbling humor are Mr. Fairbanks' middle names and certainly, in the wide range of public entertainment, his captivating personality remains in a sphere all its own. Mr. Fairbanks has been aptly termed the dare devil of the screen, and I venture to say that this reputation is fully justified by his daring stunts in his newest starring vehicle, in which he appears as a Chesterfieldian hobo to whom every Knight of the Road pays reverent obeisance. Mr. Fairbanks never has had a finer role and he never has given his admirers so much for their money as "He Comes Up Smiling" offers them. It is a superb photoplay, remarkably acted, and its appeal will be invincibly irresistable.

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Production Cuts and Mats

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Latest Releases

THE AUTHORS

THE story of "He Comes Up Smiling" is based upon the farce of the same name written by Byron Ongley and Emil Mytray, which was produced with great success at the Liberty Theatre, New York City, on September 16, 1914, with Douglas Fairbanks in the stellar role. The play was a dramatization of the novel by Charles Sherman, published by Bobbs, Merrill Co., of Indianapolis. The play was as successful as was the novel, and the story in screen form promises to surpass both in novelty, interest and popularity.

THE SCENARIST

THE scenarist who adapted the play for the screen is Frances Marion, one of the best known photoplay authors in the country. She has done many notable picture successes and all of her work is characterized by keen perception of dramatic proprieties and the requirements necessary to insure perfect continuity. She has done some of her best work in "He Comes Up Smiling," as critics doubtless will agree.

THE DIRECTOR

THE director of "He Comes Up Smiling," was Allan Dwan, whose reputation for skill in this field is unsurpassed. He has directed many of Mr. Fairbanks' recent picture successes, notably "A Modern Musketeer," "Mr. Fix-It," and "Bound in Morocco." That his genius shows no sign of decay is amply evidenced by his masterly handling of his latest subject.

A SPLENDID STORY

JERRY MARTIN, a bank clerk in a country town, devotes most of his time to the care of the pet canary of the vice president of the bank. The bird escapes one day and Jerry starts in pursuit. The chase takes him far into the country where he meets some hoboes and instantly his secret yearning for the life of a Knight of the Road overcomes him. He becomes known as "The Watermelon," among the tramps after he has had several gruelling fist battles, needed to establish his supremacy. When Jerry takes a bath, his valet, Baron Bean, steals his clothes as a protest against reprehensible habits of cleanliness, and this brings about numerous serious as well as humorous complications. Jerry stumbles upon the clothes of a stock broker and when he uses the cards found in a pocket, he is mistaken for the real owner of the clothes and the bank roll contained therein. Then the girl enters upon the scene and Jerry falls in love. Her father is the president of a bank and his enemies in the stock market seek to ruin him, and but for Jerry's strenuousness, they might have succeeded. As it is, Jerry foils the plotters, falls heir to the Vice President's fortune because of his devotion to the canary, and wins the love of his faithful Billy.

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Articles on Douglas Fairbanks or of "He Comes Up Smiling."

An Artcraft Picture

Douglas Fairbanks' Home Shown in "He Comes Up Smiling"

Palatial Residence of Athletic Artcraft Star, with Its Splendid Grounds are Pictured. Notes on "He Comes Up Smiling."

THAT success as a motion picture star has its advantages in the way of supplying one with all the comforts of life, is indicated by certain scenes pictured in "He Comes Up Smiling," Douglas Fairbanks' new Artcraft picture, which will be shown in this city next week. In this superb picture the palatial home and grounds owned by Douglas Fairbanks, at Beverly Hills, a fashionable residential district in Southern California, as well as that of Allan Dwan, his director, are pictured.

There are few more sumptuous homes anywhere than that belonging to Douglas Fairbanks in Californa, and even the palaces occupied by many multi-millionaires have nothing on the habitation of the athletic screen star. It is situated on top of a hill that overlooks all of Los Angeles, and a fine view of the Pacific is afforded from one one part of the demesne. The Fairbanks estate includes fifteen acres of choice ground, a tennis lawn, a pretentious outdoor swimming pool, a war garden, stables for horses, built with every attention to sanitation, and an immense dog house for "Rex," Mr. Fairbanks' Alaskan malamute, which formerly served on one of Jack London's sled teams in Alaska, and other admirable features too numerous to mention.

Some of the scenes of "He Comes Up Smiling" called for a mountain hunting lodge, and Allan Dwan's home was selected for their representation. Mr. Dwan's lodge is situated in the heart of the Sierra Madre Mountains, some two days' ride with pack horses from the bottom of the trail. The Fairbanks producing force lived at the Dwan home for five days during the filming of the photoplay and some highly romantic scenery has been pictured in this delightful locale.

DID you ever hear of a "hot dog" sandwich that caused $10,000 worth of damage? Well, ask Douglas Fairbanks and you will learn something.

On his way to the Fairbanks studio one day, during the filming of "He Comes Up Smiling," the athletic star stopped at a roadside lunch wagon and ordered a "hot dog" sandwich with the customary mustard. Douglas ate the sandwich with gusto and presently he was at work feeling fine, as he expressed it.

All went well until that evening, when Douglas became too ill even to smile. A physician was sent for and the athletic screen star was put to bed with solicitous care. A nurse was employed with instructions not to permit anyone to disturb the groaning athlete.

Two days were spent by Douglas in bed, and meanwhile work on "He Comes Up Smiling" ceased entirely. With a daily overhead expense of $5,000, Mr. Fairbanks' loss, due wholly to a "hot dog" sandwich, amounted to $10,000. Rather an expensive sandwich, what?

SOMETIME ago Douglas Fairbanks bought two Alaskan malamutes, one known as "Rex," the other as "Bob." The animals refused to fraternize and as they fought whenever they had the chance, Douglas decided to give "Bob" away and retain "Rex." So he gave "Bob" to Charlie Chaplin, and two days later the animal returned to the Fairbanks kennels.

So it happened that Fairbanks gave "Bob" to William S. Hart, and all went well until "Bob" developed the reprehensible habit of walking across the most dramatic scenes in Hart's pictures, whereupon Hart shipped "Bob" back to Fairbanks. The Artcraft star then inserted an advertisement in a Los Angeles newspaper offering to give the malamute to anyone providing a good home for the animal was assured. So "Bob" is now the property of Gerald and Maurice Geraghty who keep him chained.

CAST AND STORY OF

"HE COMES UP SMILING."

For Use of Exhibitors in Their House Organs or for General Publicity.

An Artcraft Picture.

DOUGLAS FAIRBANKS A TRAMP IN "HE COMES UP SMILING," HIS NEW PHOTOCOMEDY OF THE ROAD

Story Filled with Unusual Action Even for This Athletic Artcraft Star is One of Exceptional Interest.

"HE COMES UP SMILING."

THE CAST

The Watermelon, Jerry Martin, Douglas Fairbanks
Mike, a Hobo.....Herbert Standing
Baron Bean, a Tramp.....Bull Montana
Batchelor, a Stock Broker, Albert McQuarrie
Billy .....Marjorie Daw
John Bartlett, her Father..Frank Campeau
The General .....Jay Dwiggins
Louise, his Daughter....Kathleen Kirkham

THE STORY

JERRY MARTIN, an assistant cashier in a small town bank, is charged with the duty of caring for the pet canary belonging to the vice president of the bank. The bird flies away one day and Jerry goes in pursuit of it, the chase leading him far into the country, where he meets Mike, a hobo, whose cheerful philosophy strikes a deep note in Jerry's nature, and, fearing to return to the bank without the canary whose vain pursuit had caused him no end of worry, he decides to become a Knight of the Road.

Jerry becomes a sort of Don Quixote, a Chesterfield in motley, and in his humorous adventures he proves that even a tramp can be a wholesouled gentleman. In their travels, the two meet with Baron Bean, whose pugnacity is quashed in a fierce personal encounter which he forces upon Jerry, The former assistant cashier becomes known among the weary willies as "The Watermelon" and Baron Bean is his valet.

Back in the small town, the vice president is found dead and deep mystery is attached to the circumstances. A detective is sent forth to capture Jerry who is suspected of having murdered his chief. As he starts away on his mission, Jerry, Mike and the Baron are resting near a lake and Jerry determines to take a bath. The Baron protests against such habits of cleanliness and after Jerry has taken his dive, he steals Jerry's clothes. Batchelor, a broker, whose automobile has run out of gas, also decides to enjoy a swim and he hides his clothes behind a bush and plunges into the water.

When Jerry swims ashore he searches in vain for his clothes and, disturbing a hive of bees, the insects give him a merry chase. He stumbles upon Batchelor's clothes and dons them. He finds Batchelor's automobile and gets into the machine just as a motor party consisting of John Bartlett, a stock broker and his two daughters, Billy and Louise, approach. Jerry's machine blocks the road and Bartlett introduces himself. Jerry gives him one of Batchelor's cards and presently Jerry finds that he is an important figure in the stock market and that he is destined to fall in love with Bartlett's daughter, Billy.

Jerry, now known as Batchelor, is arrested for speeding. Meanwhile Batchelor, who of course cannot find his clothes, is obliged to wear a skirt made of leaves and meeting the Baron and Mike, he accepts from them the rather worn garments discarded by Jerry. From now on the action becomes rapid and extremely diverting. Bartlett has a grudge against Batchelor and plans to do him up in the stock market, and naturally Jerry who doesn't understand, falls victim to the scheming broker. On the other hand, Batchelor intercepts Bartlett's telegrams to his agents in the stock market and works on his little scheme to ruin Bartlett by forcing the big trust company of which Bartlett is president, to the wall.

When the truth dawns upon Jerry, he begins a campaign in the interests of Bartlett, principally for the reason that he now loves Billy, who reciprocates his passion. Jerry causes Batchelor to be arrested on the eve of his grand coup in the stock market and after a wild ride down a mountain in an automobile, Jerry heads off Batchelor's agents and saves Bartlett who rewards him by offering to make him his partner. The bank detective arrives and after arresting Jerry, shows him the last will of the vice president by virtue of which Jerry becomes his sole heir because of the latter's devotion to the canary bird. And with the love of Billy, Jerry is the happiest man in the world.

PRESS REVIEWS

To Be Sent to the Newspapers Immediately After the First Display of "He Comes Up Smiling."

An Artcraft Picture.

Douglas Fairbanks' New Photoplay, "He Comes Up Smiling" Makes Big Hit.

DOUGLAS FAIRBANKS that ever popular optimistic Artcraft screen star, has sent out another winner. It is "He Comes Up Smiling," and it was presented with highly gratifying results at the ..... theatre yesterday. The story of the picture is a novel one and the performance of Mr. Fairbanks, who is seen as a tramp, may safely be said to be one of the finest of his screen career.

Jerry Martin is a bank clerk in a small town, whose principal duty it is to care for the pet canary of the vice president of the bank. The bird flies away one day and Jerry rushes in pursuit. This brings him far into the country and after he has done some surprising feats in his effort to recover the bird, which he captures but permits to escape a second time, he meets with some tramps. Instantly his old longing for the life of a hobo returns and he becomes one of the clan, but not until he has proved his fitness to join the brotherhood by thrashing King Bean, a massive tramp who later becomes his valet.

Thus Jerry is dubbed "The Watermelon," but his cleanly habits which are resented by his valet who steals Jerry's clothes while he is bathing in a lake, involve him in a most whimsical mesh of adventures. He finds the clothes of a stock broker whom he personates with thrilling results. He thus meets Billy Bartlett, daughter of the president of a Trust Company with whom Batchelor, whom Jerry is personating, has a financial axe to grind. When Jerry, who loves Billy learns that he is supposed to be the bitter enemy of the father of the girl he loves, he gets busy to straighten out the tangle. This is finally accomplished after a series of exceptionally interesting happenings in all of which Mr. Fairbanks is entertainingly in evidence.

The photoplay established its popularity instantly. The story, based upon the farce in which Mr. Fairbanks appeared in New York in 1914, was adapted for the screen by Frances Marion and the picture was directed by Allan Dwan. The support was excellent, the performance of Marjorie Daw, as Billy Bartlett, Frank Campeau, as Bartlett, a scheming financier, Bull Montana, as Baron Bean, a hobo, and Herbert Standing, as Mike, a tramp, being especially praiseworthy.

Douglas Fairbanks Scores Triumph in "He Comes Up Smiling"

APPEARING in a new and distinctive characterization, that of an athletic, husky tramp, Douglas Fairbanks scored a triump in his new Artcraft photoplay, "He Comes Up Smiling," which was shown for the first time in this city at the .....theatre yesterday. This is an admirable screen adaptation by Frances Marion of the celebrated stage success of the same name produced at the Liberty Theatre, New York, on September 16, 1914, and in which Mr. Fairbanks played the stellar role and which made a hit all over the country.

The admirers of Mr. Fairbanks have come to look upon every new production in which he appears with absolute confidence that they will not suffer disappointment, and it is a safe prediction that his latest photoplay, not only does not disappoint, but it serves to enhance his popularity as a screen favorite of the highest class. Can you fancy Mr. Fairbanks as a tramp—a really novel Knight of the Road—a dare devil, as full of fight as an egg is of meat, and a Chesterfield in rags? Well, he is that and more in "He Comes Up Smiling," which is in fact, a delicious creation from beginning to end.

To reveal in detail the story of Jerry Martin, a bank clerk who develops into a hobo and who after many startling and surprising adventures finds wealth and love, would be unjust to those who prefer to learn the facts by seeing the picture for themselves. It may be said, however, that in point of novelty, the new vehicle provided for this athletic star, occupies a place all by itself. There is a wild and in many respects, a remarkable chase, after a canary, which brings Jerry into his new environment. Then there are wild automobile rides along perilous mountain paths, not to speak of leaps across wide creeks and the like. Independent of the usual Fairbanksian athletic stunts which this screen player has made famous, the story of the photoplay is not only novel but dramatic and appealing.

Mr. Fairbanks' support is as usual, of the best. His leading woman is Marjorie Daw, a delightful actress, and Frank Campeau, Herbert Standing, Bull Montana, Albert McQuarrie, Jay Dwiggins and Kathleen Kirkham, all players of ability, have splendid roles.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"HE COMES UP SMILING"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
1 Star Stock, 24 sheet
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

Advertising Cuts And Mats

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
LM in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

BROADWAY AND 77TH STREET
THEATRE
kawa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 16 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"
146th St. & 5th Ave.

Douglas Fairbanks

TRADE ARTCRAFT PICTURES MARK

Valet to a pet canary!—a new role for Douglas Fairbanks—and then the bird escapes, some chase!!



Play by Byron Ongley and Emil Mytray
Novel by Charles Sherman
Published by Bobbs-Merrill Co.
Scenario by Frances Marion

Directed by
Allan Dwan
An ARTCRAFT Picture

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LAB
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 Del
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "I
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Vestchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

"Tarzan of the Apes," with
A Sidney Drew Con

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

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OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hum
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

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Come and see this funny Artcraft picture.

ARTCRAFT THEATRE

Castle Place TO-DAY Continuous 11-11

UP AND DOWN BROADWAY

In and Out of the Film Studios

Advertising Cuts And Mats

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a single seated machine."

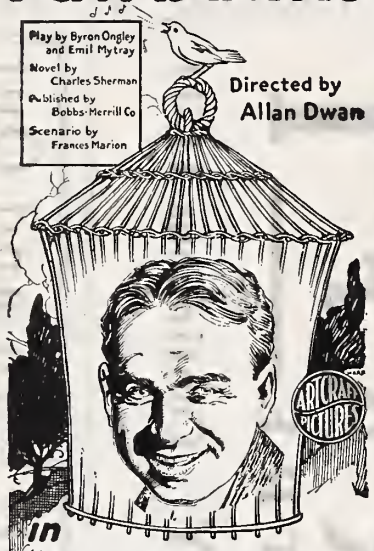
In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Douglas Fairbanks



in "He Comes Up Smiling"

An ARTCRAFT Picture

TO make a picture like this you have to have Douglas Fairbanks, a saucy little canary, a few automobiles, half a dozen square miles of scenery, a bunch of human beings. Mix well and then let that valuable pet canary get away.

If you ever tried to teach a canary to learn the rules of any game, you will have some idea what a scream this picture is. Oh birdie, birdie, what a lot you were responsible for!

ARTCRAFT THEATRE

CASTLE PLACE FROM 11-11

Douglas Fairbanks



in "He Comes Up Smiling"

DID you ever lose you little canary out of its little cage? Douglas Fairbanks did, and the worst of it was the bird belonged to the boss who would throw eight fits if its valet came back empty-handed.

And that's only the beginning of the story. The bird's the wickedest little varmint you ever saw, and it licks creation the way it ***acts***—just as though it had received ***full instructions.***

A sparkling picture. See it.

ARTCRAFT THEATRE

Castle Place - Continuous 11-11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "He Comes Up Smiling."

An Artcraft Picture.

MR. FAIRBANKS' NEW PHOTOPLAY ONE OF UNUSUAL NOVELTY.

Optimism, Humor and Excitement Happily Blended in Picture, "He Comes Up Smiling."

OPTIMISM, humor, excitement and novelty are the principal features of Douglas Fairbanks' new photoplay, "He comes Up Smiling," which will be presented at the..... theatre next..... The farce upon which the picture is based, was highly successful on the stage several years ago, but it is said the screen version is even more satisfactory to those who like the ingredients which have been provided by Mr. Fairbanks in this splendid production.

The part of Jerry, who is known by the Knights of the Road as "The Watermelon," is that of a young man who has ambition, but who is inclined to live a life of vagabondage. Lured by the green wood and an irresistable desire to experience new sensations along the broad highway, Jerry is a character which stands out distinctly as one of Mr. Fairbanks' most novel and enjoyable screen characterizations.

The picture is filled with numerous novel situations and the action is exceedingly rapid. Jerry chases a canary bird over hill and dale, into houses and over housetops; he is in turn chased by a bevy of bees and he does remarkable stunts in a wild automobile drive across a mountain. The role of the tramp is unique even in his record of unusual characterizations, but Mr. Fairbanks seems thoroughly at home therein.

Marjorie Daw is Mr. Fairbanks' leading woman and a remarkable list of players has been provided to interpret the other roles. Chief among these are Frank Campeau, Herbert Standing, Bull Montana, Jay Dwiggins and Kathleen Kirkham.

TO PLAY A TRAMP MERE INCIDENT IN FAIRBANKS' GAME.

Athletic Star Does Excellent Work in His New Photoplay, "He Comes Up Smiling."

FROM society dramas to photoplays of the road, is only an ordinary step for a screen star of the ability of Douglas Fairbanks and as a result of this versatility, the athletic and smiling Artcraft star will be seen in the role of a tramp in his newest photoplay, "He Comes Up Smiling, which will be displayed at the.....theatre next.....

The scenario was written by Frances Marion, from the famous stage comedy by Byron Ongley and Emile Mytray, which in turn was based upon the celebrated novel by Charles Sherman, published by Bobbs, Merrill Co. Mr. Fairbanks appeared in the original cast when the play was produced at the Liberty Theatre, New York City, on September 16, 1914, where it ran for more than three months to big business, afterwards going on the road.

In the role of Jerry Martin, "The Watermelon," Mr. Fairbanks has developed a real character, filled with such whimsicalities that it fairly bristles with fun. The Fairbanksian smile and athletics are in evidence every instant and it is said the attention of the audience does not lag for an instant from the time when Jerry is seen chasing a canary, until the final scene when he takes his pretty little Billy to his heart.

The cast includes a long list of popular screen favorites, such as Marjorie Daw, Kathleen Kirkham, Frank Campeau, Herbert Standing, Albert McQuarrie and Bull Montana. The strong love interest, the exciting scenes and novel and ludicrous situations, doubtless will make this one of Mr. Fairbanks' most acceptable photoplays.

FAIRBANKS HAS OLD ROLE IN HIS NEW PHOTOPLAY.

Popular Screen Star to Appear in Picturization of Fine Play, "He Comes Up Smiling."

DOUGLAS FAIRBANKS seems destined to score another immense success in his new Artcraft photoplay, "He Comes Up Smiling," which will be the attraction at the ..... theatre next ..... He created the original role of Jerry Martin, a tramp, in the stage version produced in New York in 1914. The screen story was directed by Allan Dwan and written by Frances Marion.

"He Comes Up Smiling," is the tale of a tramp, or rather a young chap who tires of existence as a bank clerk and elects to follow the life of a knight of the road. His adventures on the big highway, his contests with other tramps, his defeat of a stock market scheme and his final winning of the girl of his choice, are the elements of a story so mirth-provoking that it is said to exhaust even those who love to laugh and grow fat.

One of Mr. Fairbanks' stunts is to leap across a ten foot creek, but this is the least exciting of his feats. Many of the scenes were photographed in beautiful Bear Valley, Cal., while others were made at Mr. Fairbanks' country home, with its swimming pool and classic edifices. A ten-roomed house shown in cross-section is another notable effect. It is said that the athletic star never has had a role which afforded him better opportunities for the display of his engaging personality and powers of vivid portrayal, while his agility and effervescence are continually in evidence.

Mr. Fairbanks is splendidly supported, his leading woman being Marjorie Daw.

FAIRBANKS DOES THRILLING FEATS.

Dangerous Automobile Drive in "He Comes Up Smiling."

A DANGEROUS automobile ride down the side of a California mountain, furnishes some thrills and much excitement to all who see "He Comes Up Smliing," Douglas Fairbanks' new Artcraft photoplay, which will be shown at the .....theatre next ..... The picture is based upon the famous stage play in which Mr. Fairbanks appeared in New York in 1914. The picture was scenarioized by Frances Marion and directed by Allan Dwan.

There are many Fairbanksian stunts in this new picture, all of which are thrilling and many of them most unusual even for this athletic screen star. Independent of these, the story is an excellent one and provides many dramatic moments in its development. The cast generally is of the best, the leading woman being Marjorie Daw, who is well known in Fairbanks and Hart pictures. Frank Campeau has an excellent role, as also has Bull Montana, with whom Fairbanks, as Jerry, the tramp, has an exciting battle.

Famous Swimming Pool

DOUGLAS FAIRBANKS' famous swimming pool at Beverly Hills, Cal., served as the background for some of the scenes in "He Comes Up Smiling," his latest Artcraft photoplay which is on view at the ..... Theatre this week. The lawn of his home was camouflaged with tables, chairs and overhead parasols to look like a country club tea party. If you desire to see Mr. Fairbanks' real home, used once for reel purposes, you should see this captivating photoplay.

CANARY HAS ROLE IN NEW PHOTOPLAY.

Warbler Assists Fairbanks in "He Comes Up Smiling."

A CANARY plays a most important part in Douglas Fairbanks' new photoplay, "He Comes Up Smiling" which will be shown at the .....theatre next..... The bird is the property of Frances Marion, the scenarist who prepared the screen version from the stage play by Byron Ongley and Emil Mytray which made so notable a success in New York in 1914.

As Jerry, a tramp, known as "The Watermelon," Fairbanks chases the canary for miles over houses and mountain tops, and in this performance, he performs many stunts which are as daring as they are novel and surprising. The bird refused to work unless Miss Marion was near the camera, and as a result, Miss Marion has been dubbed "supervising canary director."

Mr. Fairbanks is supported by Marjorie Daw, his leading woman, Frank Campeau, Herbert Standing, Bull Montana and other notable screen players. Both Bull Montana and Billy Elmer, who are pugilists of reputation, have terrific fight scenes with Mr. Fairbanks in this production.

A Notable Actress.

THOSE who remember Kathleen Kirkham's performance in support of Douglas Fairbanks in "A Modern Musketeer," will be delighted with her work in the new Fairbanks Artcraft photoplay. "He Comes Up Smiling," which is being shown at the .....theatre this week. She has an excellent role which proves a delightful vehicle for the display of her talents. As a tramp, Mr. Fairbanks provides his audiences with many highly enjoyable moments.

IMPOSING SET IN FAIRBANKS FILM.

Complete House is Shown in "He Comes Up Smiling."

ONE of the most imposing sets ever built for any motion picture production is that built for Douglas Fairbanks, new Artcraft photoplay, "He Comes Up Smiling," which will be shown at the .....theatre next..... This set represents a complete house with the fourth wall removed, showing ten rooms, including parlor, study, dining room, kitchen, bath and bedrooms. Every room is furnished lavishly.

In this house, the various prisoners of Jerry, the tramp, the part played by Mr. Fairbanks, are incarcerated until the startling denouement causes their release and the general clearing up of a complicated and grotesquely humorous story. The picture provides the athletic star with abundant material for obtaining laughs and it is needless to say that he has not failed to take advantage of the opportunities provided for him.

Mr. Fairbanks essays the role of a sublimated tramp, a modern Quixote, who sets to rights a series of business intrigues and incidentally wins a bride for himself. His leading woman is Marjorie Daw. The support generally is excellent.

A Costly Sandwich.

DURING the filming of "He Comes Up Smiling," Douglas Fairbanks' new Artcraft photoplay, which is shown at the ..... theatre this week, the agile star partook of a "hot-dog" sandwich. That night a physician was summoned to render him first aid and for two days filming activities were at a standstill. As his overhead charges amount to $5,000 a day Mr. Fairbanks' sandwich proved extremely costly.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "He Comes Up Smiling"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

DEAR MADAM:

We are pleased to announce that Douglas Fairbanks' newest photoplay, "He Comes Up Smiling," one of the most delightful pictures in which he ever has appeared will be displayed at our theatre beginning on.....next.

The thousands of admirers of Mr. Fairbanks will find this photoplay one of the best of the Fairbanks series. It is a novel theme handled with the greatest artistry, and splendidly directed, it is in every respect, an extraordinary picture attraction.

Mr. Fairbanks portrays the role of a tramp in this photoplay and he does some unusual athletic stunts, all of which will be found to be thoroughly enjoyable. The story is one of exceptional interest and altogether this subject will be warmly appreciated.

The support provided for Mr. Fairbanks is of the highest class. We believe that this photoplay will be acclaimed as one of the best ever shown at our theatre and we recommend it to your favorable attention.

Yours sincerely,

.....

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "He Comes Up Smiling"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

*DATE*_____

DEAR MADAM:

We are glad to inform you that Douglas Fairbanks' latest Artcraft photoplay, "He Comes Up Smiling," will be displayed at our theatre, on.....next.

This is an exceptionally clever vehicle for Mr. Fairbanks, whose athletics, optimism and smile are constantly in evidence.

Yours sincerely,

Manager_____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

*DATE*_____

DEAR MADAM:

Douglas Fairbanks, one of the most prominent motion picture stars in the world, will be seen in "He Comes Up Smiling," his latest photoplay, at our theatre next.....

Mr. Fairbanks portrays the role of a tramp in this picture and his smile and athletics are not lacking. Do not miss it.

Yours sincerely,

Manager_____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

*DATE*_____

DEAR MADAM:

We beg to remind you that "He Comes Up Smiling," the latest Artcraft picture, starring Douglas Fairbanks, will be shown at our theatre today (.....). This is a splendid photoplay and you should come early if you desire a good seat.

Yours sincerely,

Manager_____

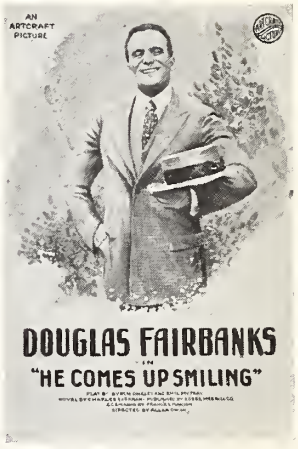
Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
"HE COMES UP SMILING."

Always obtainable at your Exchange



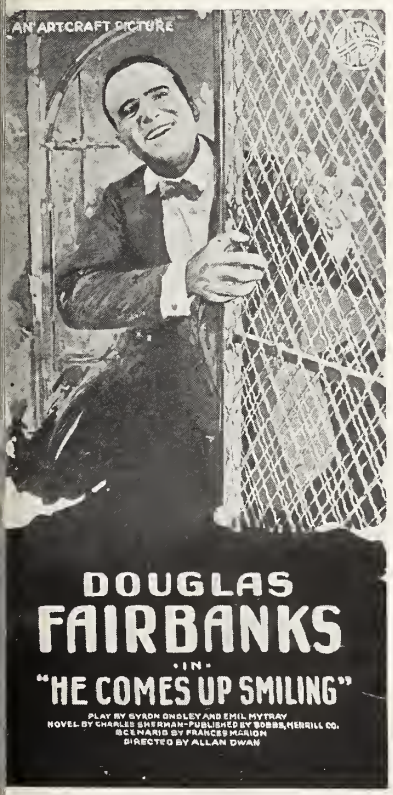
One Sheet



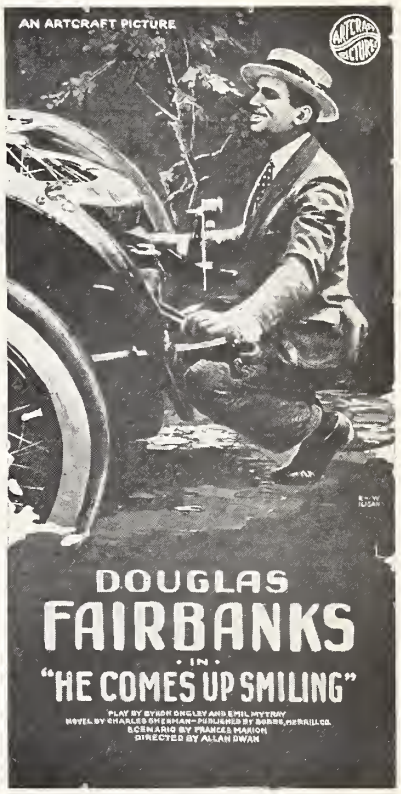
One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

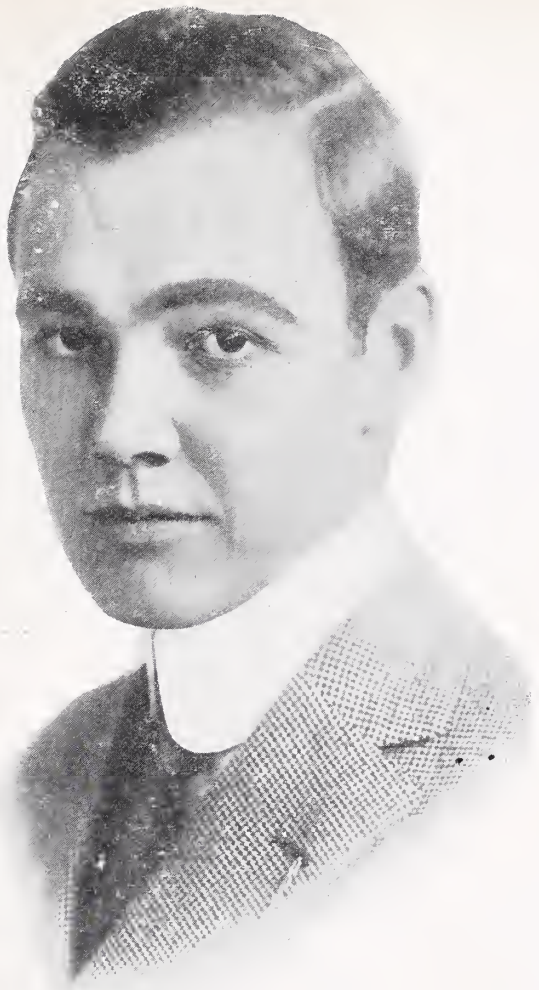
SESSUE HAYAKAWA.....“THE HONOR OF HIS HOUSE’
JACK PICKFORD.....“HIS MAJESTY, BUNKER BEAN”
WALLACE REID.....“THE HOUSE OF SILENCE”
MARGUERITE CLARK.....“PRUNELLA”
VIVIAN MARTIN.....“UNCLAIMED GOODS”
MARGUERITE CLARK.....“RICH MAN, POOR MAN”
CHARLES RAY.....“PLAYING THE GAME”
BILLIE BURKE.....“LET’S GET A DIVORCE”
DOROTHY DALTON.....“TYRANT FEAR”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
PAULINE FREDERICK.....“RESURRECTION”
ENID BENNETT.....“THE BIGGEST SHOW ON EARTH”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
DOROTHY DALTON.....“THE MATING OF MARCELLA”
CHARLES RAY.....“HIS OWN HOME TOWN”

WM. S. HART.....“THE TIGER MAN”
ELSIE FERGUSON.....“THE LIE”
DOUGLAS FAIRBANKS.....“MR. FIX-IT”
MARY PICKFORD.....“M’LISS”
WM. S. HART.....“SELFISH YATES”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”

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The Law of the North

Scheduled Release Date: **29 Sept 1918**



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

CHARLES RAY

in

"The Law of the North"

A Paramount Picture

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

CHARLES RAY in "THE LAW OF THE NORTH"



ISSUED IN SETS OF TEN, CONSISTING OF

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FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Facts Exhibitors Should Know About "The Law of the North"

CHARLES RAY, THE STAR

IN the portrayal of rugged roles, those of red-blooded men, filled with courage and the will to do things, there are few in the field of the silent drama who excel Charles Ray. In "The Law of the North," Mr. Ray is seen as the son of the Commandante of a trading post in the Arctic, and in this portrayal he has one of the strongest characterizations of his screen career. Mr. Ray has an immense following of admirers, won by conscientious work in such successes as "The Hired Man," "The Family Skeleton," "His Mother's Boy," "His Own Home Town," and "Playing the Game." Mr. Ray is an actor of exceptional ability who has made a study of his art and whose judgment and skill is evidenced in each new portrayal he attempts. There is little doubt that his characterization in "The Law of the North" will greatly enhance his fame as a screen player of distinction whose greatest artistic triumph perhaps is yet to be heralded.

THE DIRECTOR

RECOGNIZED as one of the most capable men on Thomas H. Ince's directorial staff, Irvin V. Willat is the man who directed "The Law of the North." Mr. Willat is thoroughly experienced in his profession and he has numerous fine picture successes to his credit. That his latest Paramount-Ince production will not be inferior to its predecessors, is a safe prediction.

THE AUTHOR

THE author of "The Law of the North" is Ella Stuart Carson, a writer of prominence, and incidently a scenarioist of exceptional merit. She has traveled extensively and her delineation of character is based upon wide observation and personal experience. Her work in this photoplay doubtless will be greatly admired by all who love the vigorous figures of the romantic North at "the top of the world."

THE SUPPORT

THE support provided for Mr. Ray in this splendid photoplay, is the best available anywhere. Robert McKim, one of the greatest "villains" in motion pictures, has a remarkably strong role in this picture, that of a trader known as "The Wolf," and he portrays it with unusual skill. Doris Lee, a beautiful actress, and Gloria hope, one of the best known screen players on the Pacific Coast, also have excellent parts. Charles French, a trained screen actor, has one of the best parts of his career in this picture, so that as far as the support is concerned, there is little in this picture to cavil at.

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A SPLENDID STORY

IN a trading post on the "top o' the world," Alain de Montcalm, son of the Commandante, and known among the traders and trappers as "The Eaglet," lives with his father and sister, Virginie, a girl of eighteen years. The second in command of the post is Caesar Le Noir, a scoundrel who covets Virginie. When Alain goes to a neighboring post, Le Noir is accused by Three Bears, an Indian, of having wronged his daughter. Le Noir intimates that Alain is responsible for the Indian girl's trouble and is soundly thrashed by the Commandante. Le Noir in revenge stabs and mortally wounds the Commandante and later disappears with Virginie. At the trading post Alain meets Therese, daughter of Le Noir and returns with her to the post where he learns of his father's murder and disappearance of his sister. He upbraids Therese who shrinks from him and starts in pursuit of Le Noir after having placed Therese in custody of Numa, an Indian. She escapes and follows Alain who with his adherents brings Le Noir at bay in an abandoned fort. A pitched battle follows and when Le Noir's ammunition is exhausted, he sends word to Alain that if he does not cease firing he (Le Noir) will kill Virginie. Virginie is slightly wounded in a struggle for Le Noir's revolver and believing her dead, Le Noir takes flight in his dog sled. Therese meets her father who brutally casts her aside and Alain rescues her. Le Noir is killed by wolves and when Alain hears that his sister is only slightly wounded, he realizes that he loves Therese and takes her to his arms.

GENERAL REMARKS

THERE is little doubt that this picture subject is a splendid vehicle for high-grade exploitation by exhibitors. The name of the star, the interest of the story which has to do with the ever popular white silences of the far North, the fact that it is a Thomas H. Ince production—all these combine to make this a most unusual photoplay, and precisely of that quality which motion picture theatregoers admire. It should be exploited as one of the finest pictures in which Mr. Ray has been seen in many months and to that end, we recommend, as we have done before, that the specially written press matter and the various accessories appearing elsewhere in this Press Book be utilized to the fullest extent.



SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Charles Ray or "The Law of the North"

A Paramount Picture

CHARLES RAY FAMOUS PARAMOUNT STAR IS MAN OF ACHIEVEMENT

Well Known as Athlete, Electrician and Linguist, He Finds Time to Write Stories— Talks of New Photoplay.

AMONG the younger motion picture stars of prominence, whose admirers are to be found wherever motion pictures are shown, few have brighter prospects for the future than Charles Ray, the Paramount star who will be seen in his latest photoplay, "The Law of the North," at the ..... Theatre next ..... Mr. Ray is a most capable actor, a man of personal charm whom it is a delight to know, whose success has not ended in spoiling him, a hail-fellow-well-met sort of man who makes and holds friends and who is rising rapidly to a stellar place of the first magnitude in his chosen profession.

"I like to portray virile roles," said Mr. Ray in a recent interview. "I love the open and primitive men invariably appeal to me with great force. In my latest photoplay, I portray the role of a strong man of the silent wastes in the Far North, whose companions are men of his kind, big, forceful, dominating. The role calls for deep subtle acting, and I love it on that account. I am thoroughly at home in a part requiring the display of those qualities which made the pioneers of civilization in the West and North such notable figures in American history. The story of 'A Son of the Snows' is beautiful and its treatment is as virile as it is delicate. I think it is one of the finest photoplays in which I ever have appeared, and I believe the public will agree with me after they have seen it on the screen."

Mr. Ray is in every sense of the word an athlete. He is a boxer of ability, a jumper, rower, baseball player and, in fact, he excels in almost every form of athletics. He takes a keen interest in electrical experiments, is a student of French and Spanish and for his own amusement he has indulged in authorship, several attractive stories of fiction having emanated from his pen.

Mr. Ray's screen career goes back only three years when he came under the direction of Thomas H. Ince following two years' experience with repertoire companies on the road. He appeared for some time in two or three motion pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom over night in the titular role of "The Coward." Critics at once proclaimed him a remarkable "find" for the screen. Their opinions were strongly substantiated by his splendid work in his succeeding pictures, among which may be mentioned "The Hired Man," "The Family Skeleton," "His Mother's Boy," "Playing the Game" and "His Own Home Town," which was presented with great success in this city sometime ago.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverence to accomplish what he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled his requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement but financial backing.

The investment was a shrewd one, for now Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes and is possessed of a winning personality. As he is but twenty-six years of age, his greatest successes are undoubtedly yet to come.

CAST AND STORY OF "THE LAW OF THE NORTH"

For Use of Exhibitoro in Their House Organs or for General Publicity

A Paramount Picture

"THE LAW OF THE NORTH" THRILLING PHOTOPLAY OF LIFE IN FAR NORTH

New Paramount Picture Affords Charles Ray Many Opportunities for Fine Acting in Most Congenial Role of "The Eaglet."

"THE LAW OF THE NORTH"

THE CAST

Alain de Montcalm, the "Eaglet"..Charles Ray
Therese Le Noir, daughter of Le Noir..Doris Lee
Caesar Le Noir, "The Wolf".....Robert McKim
Virginie de Montcalm, Alain's Sister.Gloria Hope
Michel de Montcalm, Post Commandante Charles K. French
Numa, an Indian .....Manuel Ojeda

THE STORY

AMID the white silences of the far North, is Fort St. Pol de Leon, of the French Trading Company, of which institution Michel de Montcalm is the Commandante. He is a strong man who is known as "The Eagle," and living with him is his son, Alain, known to the trappers and Indians as "The Eaglet," and his beautiful daughter, Virginie, eighteen years old and beloved by all alike for her lovable traits.

Alain bids his sister and Caesar Le Noir, the second in command at the post, good-bye and departs for the trading post at St. Felician on business for his father. Le Noir, a ruthless man, treats Alain with tolerance not unmixed with contempt and he smiles significantly as he observes Alain's leave taking from his beautiful sister. Alain's party has scarcely left the fort when an Indian appears with his daughter and informs the Commandante that Le Noir has wooed the Indian girl with a crooked tongue and wronged her.

This avowal is overheard by Virginie who is horror-stricken at the recital. She agrees with her father when he advises Le Noir to right the Indian girl's wrong by making her his wife. Le Noir refuses to do this and the incident is for the time being closed.

At St. Felician trading post, Alain meets Therese Le Noir and is surprised to learn that she is the daughter of his friend. He promises to take her to her father the next day and the pair start on their journey across the snows. Meanwhile, back at the fort, Le Noir tells Virginie that he has cheerfully accepted the blame for wronging the Indian girl, his purpose being to shield her brother. The Commandante overhears this and thrashes Le Noir soundly. That night Le Noir returns to the fort, stabs the Commandante to death and abducts Virginie.

When Alain and Therese reach the fort they learn of the Commandante's death and the absence of Virginie. Alain turns wrathfully upon Therese and after telling her that she shall be compelled to atone for her father's misdeeds by marrying Numa, an Indian, he starts in pursuit of Le Noir, accompanied by his followers. They come upon Le Noir and his band at an abandoned fort and a pitched battle ensues. Le Noir's ammunition becomes exhausted and he sends word to Alain that if he does not cease firing, he, Le Noir, will save his last bullet for Virginie.

Virginie struggles for possession of Le Noir's revolver and it being discharged, Virginie falls to the ground. Alain comes upon them at this juncture and believing his sister to be dead, he goes in pursuit of Le Noir. Meanwhile, back at the fort, Therese has escaped from Numa and meets her father as he flees from Alain. Finding that Alain is gaining upon him, he tosses Therese brutally nto the snow and continues his flight, unaware that his rifle has fallen from the sledge. Alain finds Therese and the gun, and he humanely places her on his sledge, although he is aware that this course diminishes his chance of catching Le Noir.

Le Noir camps in a clearing and is attacked by wolves. He burns his sledge bit by bit, but the fire finally becomes extinguished and he falls prey to the ravening beasts. Alain finds Le Noir's remains and returns to the fort with Therese. He learns that Virginie is only slightly wounded and love for Therese is suddenly born in his breast. Pleading for forgiveness, he avows his love and she falls happily into his embrace.

PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Showing of "The Law of the North"

A Paramount Picture

CHARLES RAY SCORES BIG HIT IN HIS NEW PICTURE "THE LAW OF THE NORTH"

Splendid Paramount Photoplay of the Far North Well Received by Big Audience at Local Theatre Yesterday.

ALL lovers of a good motion picture story, with heart interest and adventure skilfully mingled, will enjoy "The Law of the North," which serves as the starring vehicle for Charles Ray at the.....Theatre this week.

The photography of the picture is beautiful, showing as it does the great white country of Northern Canada, and the scenes mount swiftly to an extraordinarily vivid climax. As for Charles Ray, the young star grows more popular with each photoplay, and his work in this latest Paramount Picture, which was produced under the supervision of Thomas H. Ince, marks him as one of the most talented of the younger generation of screen actors. His acting in this picture stands out with real distinction.

The story, by Ella Stuart Carson, is dramatic and effective. It relates several tense episodes in the life of Alain de Montcalm, known as "The Eaglet," who lives at the trading post, Fort St. Pol de Leon, at the "Top O' the World." Alain meets and falls in love with Therese Le Noir, daughter of Caesar Le Noir, his best friend. But during Alain's absence from the trading post, Le Noir turns wolf, slays Alain's father and abducts his sister, Virginie.

Then Alain turns on Therese bitterly, saying she is only fit to wed an Indian, and he pursues Le Noir. They battle, and Alain rescues his sister but not until she is wounded, and, so Alain thinks, killed. Therese joins her father, who escapes Alain on his dog sledge, but when her father finds that her weight enables the pursuing Alain to gain on him, he throws her off. Alain finds her and takes her on his sledge, while her father goes on and falls victim to the wolves. Alain and Therese return to the trading post, where they find that Virginie is convalescing, and they discover their great love for each other.

Mr. Ray as Alain and Doris Lee as Therese, interpret their roles with sympathy and understanding. Robert McKim is excellent as the villainous Le Noir, Gloria Hope is Virginie de Montcalm and Charles French plays the father, Michel de Montcalm. The picture was skilfully directed by Irvin Willat, and the beautiful outdoor photography by Chester Lyons was much admired.

"THE LAW OF THE NORTH" SPLENDID PHOTOPLAY

Charles Ray, Paramount Star, Makes Hit in New Picture of Canadian Frontier.

CHARLES RAY, one of the most popular of screen stars, was seen to delightful advantage in his newest Paramount photoplay, "The Law of the North," at the.....Theatre yesterday. The picture made an instantaneous hit and it was generally voted as one of the best in which he has ever been seen in this city.

Mr. Ray appears as Alain de Montcalm, the strong son of the Commandante of a trading post in the Far North, amid the eternal snows. His father is slain by a subordinate who abducts Alain's sister. Alain goes in pursuit and the girl is wounded when she struggles with her abductor for the possession of a revolver. Alain continues his pursuit of Le Noir, the assassin, but reaches his quarry only after the murderer has been torn to pieces by wolves, the animals unwittingly avenging Alain's murdered father.

The story embraces a strong love element and Alain, after treating Therese, the daughter of the assassin, coldly, falls in love with her and they find happiness in their mutual affection. Mr. Ray's conception of this strong role was artistic and he played it with sympathy and deep understanding. Doris Lee as Therese was charming, while Gloria Hope as Virginie, the sister of Alain, was quite acceptable. Robert McKim, who, according to critics, is one of the most artistic rascals on the screen, was excellent as Le Noir. Charles French, as the Commandante and Manuel Ojeda, as Numa, an Indian, were realistic.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

pellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



Thomas H. Ince *presents*

TRADE MARK Paramount Pictures

Charles Ray

in "The Law of the North"

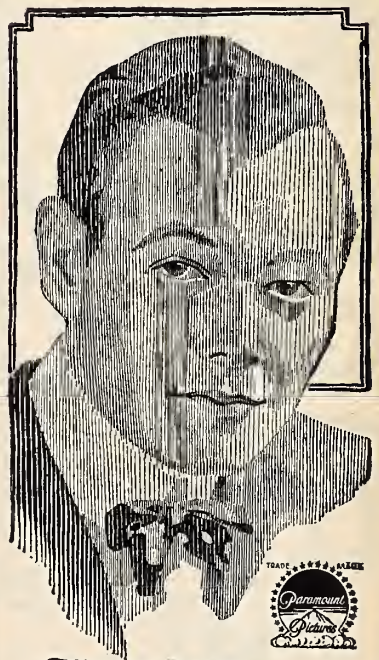
by Ella Stuart Carson
Photographed by Chester Lyons
Directed by Irvin V. Willat
Supervised by Thomas H. Ince

A Paramount Picture

A STORY of the country where it's five shirts cold. A pipping photoplay for these August nights. Enough excitement to keep you from chilling though.

PLAYHOUSE

"Let's go to this one!"



Thomas H. Ince presents

CHARLES RAY

in The Law of the North

By Ella Stuart Carson
Directed by Irvin V. Willat
Photographed by Chester Lyons
Supervised by Thomas H. Ince

A Paramount Picture

"IT'S about the Artic Country, so we'll feel cool even if it is hot outside!"

ODEON

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

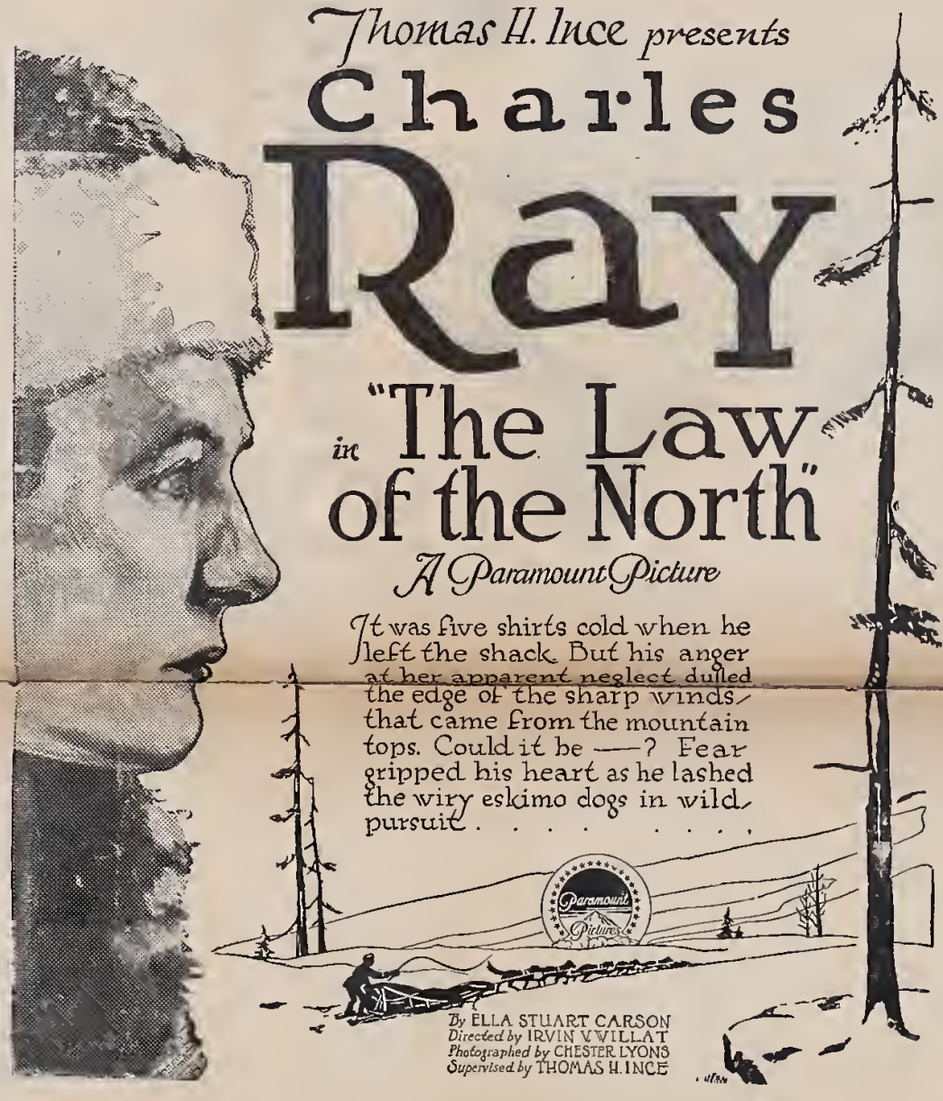
Monday, Tuesday, Wednesday & Thursday

Thomas H. Ince presents

Charles Ray

in "The Law of the North"

A Paramount Picture



It was five shirts cold when he left the shack. But his anger at her apparent neglect dulled the edge of the sharp winds that came from the mountain tops. Could it be ——? Fear gripped his heart as he lashed the wiry eskimo dogs in wild pursuit . . . . . .

By ELLA STUART CARSON
Directed by IRVIN V. WILLAT
Photographed by CHESTER LYONS
Supervised by THOMAS H. INCE

also

"THE BATTLE ROYAL"

Paramount-Mack Sennett Comedy

"HINTS FOR HOUSEWIVES"

Paramount-Bray Pictograph

ORPHEUM

UP AND DOWN BROADWAY

In and Out of the Film Studios

WEST SIDE
th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
Eve., 15c. including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

TH THEATRE BROADWAY AND 77TH STREET
kawa "Honor of His House."
s in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 76 Cathedral Parkway
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
aston Forbes-Robertson
asks and Faces."

EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFFERO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
ANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

BANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LAI
Episode 16 "THE MYSTE

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
6th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON
RICHMOND THE
CARMEL MYERS in "The
CHARLIE CHAPLIN in "A

NEWARK, N
"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N
HAMILTON WM. S
in "THE
"A SON OF DEMOCR
ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B
NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA In "T
WITHI

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILLIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hundr
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Daily for One Week Prior to and During the Display of "The Law of the North"

CHARLES RAY TO BE SEEN HERE IN NEW PICTURE OF NORTH

Popular Paramount Star Has Fine Role in "The Law of the North."

CHARLES RAY, the celebrated star in Paramount pictures, will be seen at the ..... theatre next ..... in his new photoplay, "The Law of the North," written by Ella Stuart Carson and produced by Irvin W. Willat under the supervision of Thomas H. Ince, which is its own trademark of excellence.

In this absorbing photoplay, Mr. Ray portrays the role of Alain de Montcalm, a strong man of the North, known as the "Eaglet." The scenes of the story are laid in and about a trading post at the "top o' the world," amid the white silences, peopled only by wild beasts, Indians and trappers. Alain is the son of the commandante of the post and when his father is murdered by Alain's best friend, many interesting developments ensue, not the least of which are a pursuit of the assassin over the snow on sledges, a pitched battle at an abandoned fort, the death of the murderer at the fangs of wolves and the espousing of the daughter of the man who has caused all the trouble.

Mr. Ray is finely supported in this strong picture by picked screen players, chief among them being Doris Lee, Robert McKim, Gloria Hope, Charles French and Manuel Ojeda.

Willat Excellent Director

THE excellent direction of Irvin Willat is one of the outstanding features of "The Law of the North," the latest Paramount picture, starring Charles Ray, which will be shown at the ..... theatre next ..... The story speeds from one exciting episode to another, mounting toward the last to a splendidly acted and directed climax.

CHARLES RAY'S NEW PHOTOPLAY ONE OF UNUSUAL APPEAL

Scenes of "The Law of the North" Are Laid in Canada and Story is Thrilling.

FROM every standpoint "A Son of the Snows," the latest Paramount photoplay, in which Charles Ray will be seen at the ..... theatre next ....., is said to be one of the finest pictures produced by Thomas H. Ince in many months. The scenes of the production are laid in the far North and the story, written by Ella Stuart Carson, is described as being unusually heart appealing.

Alain de Montcalm, son of the commandante of a trading post "at the top o' the world," returns home to learn that his father has been slain by Le Noir, known as the "Wolf," and his sister, Virginie, abducted. He has previously met and fallen in love with Therese, the daughter of Le Noir, and love and duty struggle for the mastery in Alain's breast. Justice is meted out to the murderer by Heaven and Alain finds happiness in Therese's love. The situations are of great dramatic strength and the interest of the spectator is not permitted to lag for an instant throughout the showing of the picture.

Mr. Ray has a role of tremendous strength in Alain and it is needless to say that he makes the most of the opportunities provided for him by the author. He is well supported by such screen players as Doris Lee, Robert McKim, the best known "villain" in motion pictures, Gloria Hope, Charles French, Manuel Ojeda and others.

DRAMATIC ACTION AND THRILLS FILL RAY'S NEW PICTURE

Popular Star Portrays Role of Strong Man in "The Law of the North." . .

DRAMATIC action of a high order and thrills galore are conspicuous features of "The Law of the North," the latest starring vehicle featuring Charles Ray, which is to be shown at the..... ..... Theatre next ..... The story was written by Ella Stuart Carson and the photoplay directed by Irvin W. Willat, under the supervision of Thomas H. Ince, whose name on any picture production spells superiority.

There are numerous situations in this thrilling photoplay of the far North which make it one of the best in which Mr. Ray has been seen in many months. Mr. Ray plays the part of a strong man known as the "Eaglet," the son of the commandante of a trading post at the "top o' the world." When his father is murdered by an employe of the post, who also abducts the only sister of the "Eaglet," scenes of intense heart appeal ensue. Alain de Montcalm, the part played by Mr. Ray, falls in love with the daughter of the murderer of his own father, and this complicates affairs until Heaven disposes of the assassin in a novel manner.

Mr. Ray is said to have in this role one of the strongest in which he has been seen since his entrance into the field of the silent drama. He is admirably supported by picked players from the Thomas H. Ince staff, chief among whom are Doris Lee, Robert McKim, Gloria Hope, Charles French and others.

CHARLES RAY IS ON ROAD TO FAME

His Popularity Increased by "The Law of the North."

CHARLES RAY is becoming more and more popular with screen fans with each succeeding Paramount Picture, and the reason for his success is not difficult to find. He is a hard working player, who subordinates everything to his acting, and by diligent study he makes each character creation that he attempts more lifelike and satisfying than the one preceding it.

In "The Law of the North," the latest Paramount Picture produced under the supervision of Thomas H. Ince, in which he is starred and which will be shown at the ..... Theater next ....., he gives a graphic screen portrait of a courageous young Frenchman of the Northwest. It is a typical Ray part.

French Fine Actor

CHARLES FRENCH is a character actor who is famous for his excellent work, and in "The Law of the North," the latest Paramount Picture, starring Charles Ray, which will be the big feature at the ..... theatre next ....., he plays the important part of Michel de Montcalm, a Frenchman of the North country, who is known as the "Eagle," and who is commandante of a trading post.

"Wolf" and "Eagle" in Picture

FRENCH-CANADIANS and Indians are fond of affixing names onto people that suggest their likeness to birds and animals. Thus it happened that they called Michel de Montcalm the "Eagle" and Caesar Le Noir the "Wolf." Le Noir and de Montcalm are two characters in "The Law of the North," the latest Paramount Picture, starring Charles Ray, which will be shown at the ..... Theatre next ..... The characters of Le Noir and de Montcalm are given excellent portrayals by Robert McKim and Charles French.

EATEN BY WOLVES? SPARE US, PLEASE!

This Grim Fate Befalls Le Noir in "The Law of the North."

HOW would you like to be devoured by wolves? After listing this remark in its proper place under the head of foolish questions, we'll go on to say that Robert McKim, or his film counterpart, Caesar Le Noir, suffers this frightful fate in "The Law of the North," the latest Paramount picture, produced under the supervision of Thomas H. Ince, and starring Charles Ray, which is being shown at the ..... theatre this week.

The scene where Le Noir, fleeing from the wrath of Alain de Montcalm, played by Charles Ray, is surrounded by wolves is one of the most graphic in the picture. Mr. McKim gives a splendid interpretation of this important character role. The photoplay is one of absorbing interest and the support generally is excellent.

Strong Man Loves Sister

THE great love of a brother for his sister is brought out most poignantly in "The Law of the North," the latest Paramount picture, starring Charles Ray, which will be shown at the ..... theatre next ..... In one scene Alain de Montcalm, played by Charles Ray, is shown pursuing Caesar Le Noir, known as the "Wolf," who has murdered his father and abducted his sister Virginie. Le Noir and has men fight Alain and his followers and in the battle Virginie is wounded and, as Alain thinks, killed. Ray's playing of the scene is a masterpiece of screen acting, and Miss Gloria Hope is excellent as the sister, Virginie. Mr. Ray's support in this picture is of the best, the players being of stellar importance and most artistic in their portrayals.

FINE SCENES IN NEW RAY PICTURE

Numerous Dramatic Situations in "The Law of the North."

ONE of the many dramatic scenes in "The Law of the North," the latest Paramount picture, featuring Charles Ray, which is to be shown at the ..... theatre next ....., shows Alain de Montcalm, played by Charles Ray, after his return to his home at a Northern trading post to find his father murdered and his sister abducted. The perpetrator of the crimes was his best friend and the father of the beautiful French-Canadian girl that he loves. His heart torn with anguish, he turns on the girl bitterly, and not until they pass through an ordeal that tests the courage of both, are they reunited.

Notable Screen Players.

NEW photoplays have been produced this season which show as fine a cast of screen players as those assembled in "The Law of the North," the new Paramount photoplay starring Charles Ray, which is to be presented at the ..... theatre next ..... The leading woman is Doris Lee, well-known in motion pictures for effective portrayals; Robert McKim, said to be one of the best heavies in the silent drama; Gloria Hope, a highly gifted actress, and Charles French, widely known to picture fans for his excellent characterizations.

Ray in New Role.

CHARLES RAY, who was last seen here in "His Own Home Town," will appear in an entirely new role in his new Paramount photoplay, "The Law of the North," when it is presented at the..... theatre next ..... Mr. Ray portrays the role of a strong man of the far North and his characterization is said to be one of the finest he has given since his entrance into the field of the silent drama.

Doris Lee in Fine Role

CHARMING Doris Lee has the important role of Therese Le Noir, the beautiful French-Canadian girl of the country of eternal snows, whom Alain de Montcalm, played by Charles Ray, falls in love with in "The Law of the North," the latest Paramount picture, produced under the supervision of Thomas H. Ince, in which Ray is starred, and which will be shown at the ..... theatre next ..... The part of Therese is an exacting one, calling for unusual acting ability, and Miss Lee gives a superb rendition of it, showing the courage and renunciation of the French girl in a way to make the role stand out with highly artistic effect.

Ray Good Dog Driver

CHARLES RAY handles a dog team like a veteran in "The Law of the North," the latest Paramount Picture, produced under the supervision of Thomas H. Ince, which is being shown at the ..... Theatre this week. The popular young star has a part that deals with life amid the white silences of Northern Canada and the situations take him from one adventure to another. There are also some exceedingly well played love scenes in the picture, and the heart interest of the story is intense.

Excellent Camera Work

THE story of "The Law of the North," the latest Paramount Picture, starring Charles Ray, which will be shown at the ..... Theatre next ....., affords a splendid example of outdoor camera work, which was done by Chester Lyons. The grandeur of the North country on the "top o' the world" is shown to the utmost, and the scene where Le Noir, the "Man Wolf," fights back the wolves, who ring his camp-fire and come ever closer is a masterpiece of dramatic photography.



MAIL CAMPAIGN

For the Exploitation of "The Law of the North"

Paramount PT Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

The army of admirers of Charles Ray, the ever popular young star in Paramount Pictures, will be pleased to learn that he will be seen in his latest photoplay, "The Law of the North," at our theatre on ..... next.

Mr. Ray has an unusually strong role in this Thomas H. Ince photoplay, that of a strong man of the far North who is known as the "Eaglet." He is the son of the commandante of a trading post, and when his father is murdered, he begins a pursuit of the assassin which for dramatic action is unequalled by any scene in any other motion picture. The love element is perhaps the strongest feature of this admirable story, and its development affords the spectators numerous surprises.

We believe that independent of Mr. Ray as an attraction of superlative value, this picture, because of the inherent worth of its story, its superior direction, the high character of Mr. Ray's support and its splendid photography, will prove to be one of the best attractions presented at our theatre during the current season, and we respectfully urge your attendance.

Yours sincerely,

.....

Manager

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

For the Exploitation of "The Law of the North"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that Charles Ray, the popular star in Paramount Pictures, will be the attraction at our theatre when his latest photoplay, "The Law of the North," which will be presented there on..... next. This photoplay deals with life in the far North and we recommend it to your favorable attention.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

All of our patrons who love strong virile characters of the red-blood variety, will be interested in the forthcoming display at our theatre next....., of "The Law of the North," starring Charles Ray, the ever popular young star in Paramount Pictures.

This production affords Mr. Ray a splendid role of which he makes the most.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The Law of the North," the newest Paramount starring vehicle featuring Charles Ray, will be shown at our theatre today. This splendid photoplay is one of unusual merit and that it will please our clientele we have little doubt. We will be glad to welcome you at any time during its display at our theatre.

Yours sincerely

Manager _____

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE LAW OF THE NORTH"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star
24 Sheet Stand

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS

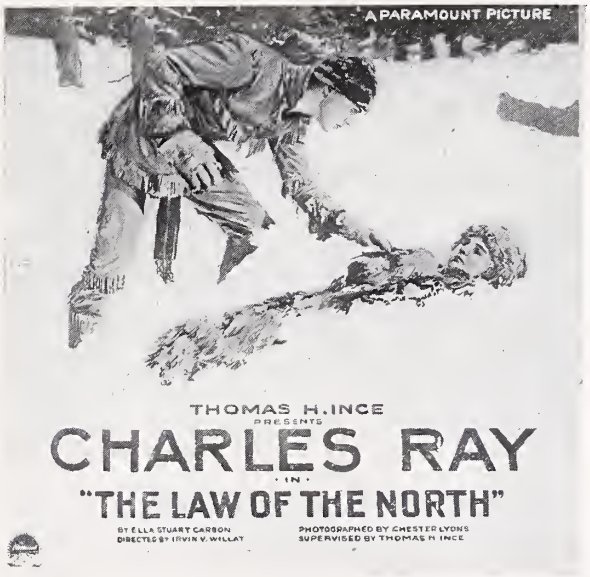
for

"THE LAW OF THE NORTH"

Always obtainable at your exchange.



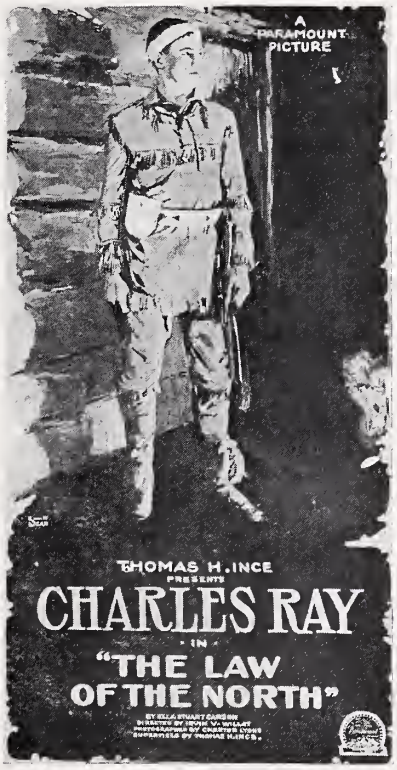
One Sheet



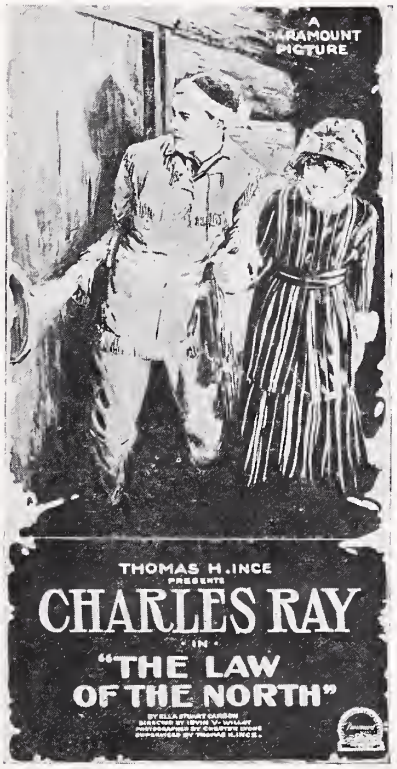
Six Sheet



One Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAMS S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 15

A Woman of Impulse

Scheduled Release Date: **29 Sept 1918**

Exhibitor's Press Book
and
Advertising Aids

Charles Kenmore Ulrich, *Editor*



LINA CAVALIERI
in
"A WOMAN OF IMPULSE"

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

PRODUCTION CUTS AND MATS

"A WOMAN OF IMPULSE"



LINA CAVALIERI in "A Woman of Impulse"
A Paramount Picture



LINA CAVALIERI in "A Woman of Impulse"
A Paramount Picture



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A Paramount Picture



LINA CAVALIERI
in "A Woman of Impulse"
A Paramount Picture



LINA CAVALIERI
in "A Woman of Impulse"
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats
Centre Row—Three Two-Column Cuts and Mats
Bottom Row—Five One-Column Cuts and Mats

Reduced as Shown Above

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PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Facts of Interest Regarding Lina Cavalieri's "A Woman of Impulse"

LINA CAVALIERI, THE STAR

IN the fields of opera, the stage and motion pictures, the name of Mme. Lina Cavalieri is indelibly enshrined as that of an artiste whose genius and beauty deservedly are world-famed. Mme. Cavalieri is equally celebrated for her exquisite artistry as diva and actress and for her remarkable versatility as a motion picture player. Her first two photoplays for Paramount, "The Eternal Temptress," and "Love's Conquest," stamped her as a screen actress of the finest skill, and both gained wide popularity. In her new photoplay, "A Woman of Impulse," Mme. Cavalieri portrays a role of tremendous dramatic power which, I fancy, will generally be acclaimed as one of the greatest of her screen repertoire. In this superb characterization. Mme. Cavalieri exhibits all the graces that have made her famous —qualities supplemented by talents of the highest merit, and it is a safe prediction that her performance of "La Vecci" in this photoplay will win for her a greater audience of motion picture fans than those she charmed by the melody of her voice in the days gone by.

THE AUTHOR

THE author of "A Woman of Impulse" is Louis K. Anspacher, a dramatist, writer and lecturer. The play was produced at the Hudson Theatre, New York, in 1909, and achieved a considerable success. Mr. Anspacher also is author of "The Embarrassment of Riches," "The Glass House," "Tristan and Isolde" and other plays.

THE SCENARIST

AMONG writers for the screen in this country, few are better or more favorably known than Eve Unsell, who adapted "In Pursuit of Polly" starring Billie Burke, with highly successful results. Miss Unsell has written scores of scenarios and her ability is displayed in none more conspicuously than in "A Woman of Impulse," her latest production for the screen.

CAPABLE SUPPORT

MME CAVALIERI is excellently supported in this production by a large staff of capable screen players, chief among whom are Raymond Bloomer, Robert Cain, Gertrude Robinson, Ida Waterman, Leslie Austern and Corinne Uzzell, and others of reputation.

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THE DIRECTOR

WIDELY known as actor, traveler, linguist and an artist of unusual skill, Edward Jose also is recognized as one of the ablest directors in the country. Mr. Jose has directed many notable picture successes, chief among these being "Love's Conquest" a recent photoplay starring Mme. Cavalieri, and all of them are distinguished for their symmetry and completeness. In "A Woman of Impulse," Mr. Jose displays his talents to the finest advantage.

A SUPERB STORY

THE daughter of a poor lacemaker, Leonora is a vocalist of rare powers. Mr. and Mrs. Stuart, American tourists, hear her sing one day and they take Leonora and her sister Nina into their home and provide the former with a musical education. Within a short time Leonora develops into a prima donna of exquisite ability and becomes the idol of Paris. Count Nerval, a Spanish nobleman, falls in love with her, but Leonora declines to marry him because of his extreme jealousy. He persists however and they are engaged. It is at this juncture when Phillip, an American, appears on the scene and becomes infatuated with Leonora. The Count, fearing Phillip's influence over the girl, redoubles his efforts to win Leonora and before she has a chance to change her mind, they are wedded. The Count and his bride go to the United States and Phillip returns home where he one day reads about the success of "La Vecci." the soprano, at New Orleans. He meets Leonora and rouses the jealousy of Nerval. An estrangement follows and Phillip devotes his leisure hours to paying attention to Nina, who is loved by Dr. Spencer. Nina decides to see Phillip no more and she sends Leonora to a boathouse to tell him that she cannot meet him again. Phillip seeks to kiss Leonora who stabs at him with a dagger. She faints in his arms and a Creole girl, mad with jealousy, stabs and kills Phillip. Leonora is accused of the murder, but she is acquitted by the expert testimony of Dr. Spencer. The Creole confesses her guilt and Leonora and Nerval are re-united in a better understanding.

CAST AND STORY OF "A WOMAN OF IMPULSE"

For Use of Exhibitors in Their House Organs or for General Publicity

A PARAMOUNT PICTURE

Mme. Lina Cavalieri, Beautiful Paramount Star, Has Picture of Great Dramatic Interest in "A Woman of Impulse"

Story Deals With Poor Parisienne Who Becomes Famous as Prima Donna and Whose Career is Rendered Tempestuous Through Misunderstandings, Jealousy and Tragedy

THE daughter of a poor lace-maker, Leonora is possessed of a beautiful voice, of which she makes little use, except on rare occasions. It is on one of these occasions, however, when Mr. and Mrs. Stuart, wealthy American tourists, see her and offer to adopt her. Leonora's mother dies and as she refuses to be separated from her sister, Nina, the Stewarts give the sister a home with them in Paris.

Leonora's voice is cultivated and later she becomes the greatest prima donna and idol of Paris. Count Nerval, a Spanish nobleman, falls in love with Leonora, but she refuses to marry him, because of his jealous disposition.

After considerable persuasion, Nerval wins Leonora, and they become engaged. It is at this juncture that Phillip, his handsome American cousin, appears on the scene and he instantly becomes infatuated with Leonora. Fearing Phillip's influence over the girl, Nerval forces his attentions upon her and before she has a chance to change her mind they are wedded.

"A WOMAN OF IMPULSE"

The Cast

"La Vecci," a Prima Donna
Lina Cavalieri

Nina, her sister
Gertrude Robinson

Count Nerval, a Spanish Nobleman .....Raymond Bloomer

Phillip ....Robert Cain

Mme. Gardiner...Ida Waterman

Dr. Paul Spencer...Leslie Austern

Mr. Stuart
J. Clarence Handysides

Mrs. Stuart
Mrs. Matilda Brundage

Cleo .....Corinne Uzzell

A few weeks later, the Count and Leonora sail for America, accompanied by Nina, the latter meeting a young American doctor, Paul Spencer, on the steamship and they fall in love. At the Gardiner home in Louisiana, Phillip reads of Leonora's tour closing in New Orleans, and prevails upon his mother to invite her to their home. Phillip tries his gallantry again upon Leonora, but seeing that he makes little headway in that direction, he devotes himself to her pretty sister. Nerval again becomes jealous of his wife, demands an explanation from her, which she refuses to give, and an estrangement follows.

That evening, Nina goes out with Phillip. On her return, Leonora shows her a letter from Doctor Spencer, saying he is coming. She sends Leonora to Phillip to offer her excuses for not seeing him again. Leonora meets Phillip in the boathouse, and he tries to kiss her. She draws a dagger, which she wears as an ornament in her hair, and stabs at him. He laughs at her and she faints in his arms.

This scene is watched by a Creole girl, who loves Phillip, and mad with jealousy, she stabs him in the back, killing him instantly. Leonora is charged with murder, and Doctor Spencer, who examines the wound, asserts that Leonora could not have inflicted the injury. The Creole girl breaks down, confesses her crime and Leonora and Nerval are re-united in a better understanding.

PRESS REVIEW

To be sent to the Newspapers Immediately After the First Showing of "A Woman of Impulse."

A PARAMOUNT PICTURE

Mme. Lina Cavalieri, Famous Beauty and Diva, Achieves Distinct Triumph In Her New Paramount Photoplay "A Woman of Impulse"

Picture Is Filled With Dramatic Situations of Great Power and the Famous Star Appears to Excellent Advantage in an Unusually Strong Role.

DISPLAYING her art and gems to exceptional advantage, Mme. Lina Cavalieri, the famous Paramount star who is widely known as "the most beautiful woman in Europe," scored a triumph in her new photoplay, "A Woman of Impulse" at the ..... theatre yesterday. Her personal charms, her beauty and magnetism, never were more conspicuously in evidence than in this delightful and absorbing photoplay.

Mme. Cavalieri appears as "La Vecci," a prima donna, in a story of more than average interest. The daughter of a poor lacemaker, Leonora possesses a beautiful voice. She is heard singing one day by an American couple of wealth who induce her to make her home with them and they gladly defray the expenses of her musical education. She becomes the idol of Paris and Count Nerval, a Spanish nobleman, falls in love with her.



MME. LINA CAVALIERI

The beautiful singer treats Nerval coldly, but after a long siege, she relents and permits the announcement of their engagement. Suddenly, Phillip, a cousin of Nerval's, arrives from America and pays marked attentions to Leonora, now known as "La Vecci." Nerval resents this and fearing Phillip's influence over his promised bride, he forces his attentions so assiduously that before Leonora is able to change her mind, she becomes his wife.

Some weeks later Leonora accompanies her husband to America and she fulfills a singing engagement in the South. Phillip hears of her success and he goes to New Orleans and renews his broken acquaintance with the singer. The Count becomes jealous of his wife, demands an explanation which she scorns to give and an estrangement ensues.

Meanwhile, Nina, a sister of Leonora, who is loved by Dr. Spencer, whom she had met on shipboard, becomes the object of Phillip's gallantry, and when she decides to see him no more, she sends Leonora to Phillip to tell him that she has no desire to continue their acquaintance. When Leonora appears at a boathouse, Phillip attempts to kiss her. She resents this and attempts to stab him with a dagger. She faints in his arms.

A Creole girl who loves Phillip observes this and mad with jealousy, she stabs Phillip in the back and kills him. Leonora is accused of the murder, but she is acquitted. The Creole girl confesses her guilt and Leonora and Nerval are re-united to a better understanding of their aims and purposes in life.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

ADOLPH ZUKOR
presents

LINA CAVALIERI



IN

"A Woman of Impulse"

A Paramount Picture

By LOUIS K. ANSPACHER

Scenario by EVE UNSELL *Directed by* EDWARD JOSE

THE DIFFICULTIES OF A BEAUTIFUL WOMAN!

IT is one thing to start out in life with the idea of having one great love affair and one only—but it is quite another to stick to that resolution if you are as beautiful as the singer whom Lina Cavalieri portrays in "A Woman of Impulse."

No man or woman of any personal attractiveness will be able to see Lina Cavalieri in this great picture without being struck by the genuineness of the love-problems she delineates.

"THE HOME OF PARAMOUNT AND ARTCRAFT PICTURES"

PARAMOUNT THEATRE

MONUMENT SQUARE CONTINUOUS 11 TO 11

ADOLPH ZUKOR
Presents

LINA CAVALIERI



IN

"A Woman of Impulse"

A Paramount Picture

By LOUIS K. ANSPACHER

Scenario by EVE UNSELL *Directed by* EDWARD JOSE

The Peril of Being Beautiful!

EVERY man who has a beautiful wife should see Lina Cavalieri in "A Woman of Impulse." Never were the perpetual perils of beauty better illustrated. The green-eyed monster of Jealousy bestrides the husband's life, until he wishes he had married a girl whose beauty was of the soul rather than of the body.

This wonderful picture will give all married couples food for thought—to the single it is thick with hints of the dramatic deeps in life ahead of them.

"BETTER PICTURES"

PARAMOUNT

MONUMENT SQUARE

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

S E A EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
its "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

BROADWAY AND 77TH STREET.
kawa "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 36 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
"SUBMARINE EVE."
WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
sks and Faces."

EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 162D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
JAFFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
S MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

ADOLPH ZUKOR
Presents

LINA CAVALIERI



A Paramount Picture

IN

"A Woman of Impulse"

By LOUIS K. ANSPACHER

Scenario by EVE UNSELL *Directed by* EDWARD JOSE

It Wasn't That She Didn't Love Her Husband!

LINA CAVALIERI plays the part in this great picture of a daughter of Eve whose beauty was far too great for the safety of her own heart or the men's she encountered.

It wasn't that she did not love her husband, but simply that she drew other men to her almost unconsciously as the candle-flame does the poor doomed moth. And some of the moths were mighty dangerous.

"A Woman of Impulse" will stir you deeply by its likeness to the problems of Love as you know them.

"The Home of Paramount and Artcraft Pictures"

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"Foremost stars, superbly directed in clean motion pictures"

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAF
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE TAL
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
In "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
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"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "T
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
6th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON
RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N
"Tarzan of the Apes," with J
A Sidney Drew Com

HOBOKE
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N
HAMILTON WM. S
in "THE
"A SON OF DEMOCR
ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B
NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA IN WITHI

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hund
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity on Mme Lina Cavalieri and a "Woman of Impulse"

A PARAMOUNT PICTURE

MME. CAVALIERI'S FAMOUS GEMS SEEN IN NEW PHOTOPLAY

Celebrated Diva and Screen Star Has Strong Role in "A Woman of Impulse"

THE celebrated jewels, including a famous rope of pearls, owned by Mme. Lina Cavalieri, the distinguished prima donna and beauty, will be worn by her in several of her scenes of "A Woman of Impulse," her latest Paramount starring vehicle which will be displayed at the ..... theatre next ..... The picture is based upon the stage success of the same name written by Louis K. Anspacher, and it was adapted for the screen by Eve Unsell and directed by Edward Jose.

Mme. Cavalieri is widely known as "the most beautiful woman in Europe," and it is needless to say that her success in motion pictures, notably the Paramount photoplays of "The Eternal Temptress" and "Love's Conquest," both of which have been shown here, has been phenomenal. She is in many respects a remarkable actress and her newest vehicle is of that high quality of plot and treatment calculated to bring out all her dramatic talents to the full.

The story is said to be a fascinating romance, woven about the rise and career of the daughter of a poor lace maker who is possessed of a beautiful voice, adopted by a wealthy American couple and wooed and wed by a Spanish nobleman. A handsome young American, becomes infatuated with her, this leading to tragedy and an accusation of murder against the young bride. The confession of a Creole girl restores the young singer's good name and happiness.

Gertrude Robinson, Raymond Bloomer, Robert Cain, Ida Waterman, Leslie Austern, J. Clarence Handysides, Mrs. Matilda Brundage and Corinne Uzzell are prominent in the supporting cast.

CAREER OF FAMOUS SINGER SHOWN IN SUPERB PHOTOPLAY

Mme. Lina Cavalieri's Life's Struggle Is Pictured In "A Woman of Impulse"

MUCH of the story of her own career is reproduced in "A Woman of Impulse," the splendid Paramount photoplay starring Mme. Lina Cavalieri, the famous singer and beauty, which will be shown at the ..... theatre next ..... This picture is said to provide the celebrated diva with a role far more dramatic and interesting than those she essayed in her recent picture successes "The Eternal Temptress" and "Love's Conquest," which scored so notably in all parts of the country.

Mme. Cavalieri was a poor girl in Rome when the development of her rich vocal powers opened the door of fortune to her. Within a few years she became the idol of Europe and her beauty, as well as her remarkable voice, made her one of the most sought after professionals in the history of the stage. Wherever she sang she took the public by storm and her success was phenomenal.

In her latest photoplay, Mme. Cavalieri appears as Leonora, the daughter of a poor lace maker whose marvellous voice attracts the attention of a wealthy American who gives her a home in his family and defrays the expenses of her musical education. She soon becomes famous and later weds Count Nerval, a Spaniard, who is extremely jealous of her. A young American enters her life with the result that although innocent, she is estranged from her husband. A tragedy then clouds her career, but she is finally restored to happiness and her husband's love.

The cast is excellent. Raymond Bloomer is leading man and the supporting players include principally Gertrude Robinson, Robert Cain, Ida Waterman and Corinne Uzzell.

BIG AUDIENCE IS PAID TO HEAR MME. LINA CAVALIERI SING

Famous Diva Appears in Grand Opera Scene in Picture "A Woman of Impulse"

AN interesting scene was witnessed in New York recently when Mme. Lina Cavalieri sang with her husband, Lucien Muratore, before an audience of motion picture folk at the Century theatre, and which scene will be reproduced in "A Woman of Impulse," the latest Paramount photoplay starring the celebrated beauty and actress and which will be seen in this city at the ..... theatre next .....

The Century theatre is one of the largest in the country and the work of wiring it for the installation of lights was a tremendous undertaking. Mme. Cavalieri appeared as "La Vecci," a prima donna, in a scene from "Carmen." The seats were occupied by a large audience every one of whom was paid to see the show, which included an unexpected treat—that of hearing the most famous dramatic tenor in the world, and his equally talented wife, sing the principal roles of the opera.

The story of "A Woman of Impulse" deals with an opera singer who weds a Spanish nobleman and later rouses his jealousy when an American pays her marked attention. The latter, who appears to be a rascal, is slain by a Creole girl in circumstances which point to the singer as the assassin, but she is acquitted and finally re-united in a better understanding with her husband. There are numerous dramatic situations in the development of the story.

The support is excellent throughout, the leading man being Raymond Bloomer. The picture was adapted by Eve Unsell and directed by Edward Jose.

EDWARD JOSE WELL KNOWN DIRECTOR

Displays Fine Hand in Handling "A Woman of Impulse"

EDWARD JOSE, director of "A Woman of Impulse," the new Paramount photoplay in which Mme. Lina Cavalieri, the celebrated singer and screen artist is the star, has produced many picture successes. He is a traveller and actor and speaks several languages. He has done excellent work in "A Woman of Impulse" which will be shown at the ..... Theatre next .....

Mr. Jose is an exceptionally capable director whose artistry is shown in every scene of "A Woman of Impulse." In this splendid photoplay, Mme. Cavalieri portrays the role of an opera singer who has many interesting experiences and whose life is clouded by a tragedy and whose artistic career is nearly wrecked thereby. She ultimately finds love and happiness and all ends happily.

The support provided for the celebrated diva is excellent in every respect. Chief among the players are Raymond Bloomer, Robert Cain, Gertrude Robinson, Ida Waterman, Leslie Austern, J. Clarence Handysides, Mrs. Matilda Brundage and Corinne Uzzell.

A Remarkable Picture

WHEN Lina Cavalieri, famous diva, and proud possessor of gems worth a king's ransom was seen in her new Paramount photoplay, "A Woman of Impulse," at the ..... Theatre last ....., the patrons of that popular playhouse voted it as one of the most remarkable pictures ever displayed in this city. No expense from the standpoints of artistry and photography, was spared to make it the finest of its class and in these respects it is unexcelled.

STRONG SCENE IN CAVALIERI FILM

Intensely Dramatic Situations in "A Woman of Impulse"

T is said that one of the scenes of "A Woman of Impulse," the new Paramount photoplay starring Mme. Lina Cavalieri, the famous singer and beauty, is the most dramatic ever displayed in any motion picture. "A Woman of Impulse," written by Louis K. Anspacher, adapted for the screen by Eve Unsell and directed by Edward Jose, will be shown at the ..... theatre next .....

The scene alluded to is one in which "La Vecci" the character essayed by Mme. Cavalieri, faints in the arms of a scoundrel who seeks to kiss her. As he gloats over his apparent conquest, a Creole girl creeps up behind him and stabs him to death, he and his unconscious victim falling to the floor together. "La Vecci" is accused of the crime, but acquitted and she finds happiness in the love of her husband, a Spanish nobleman, from whom she is estranged.

The photoplay is an excellent one and the supporting players are of the highest merit. They include Gertrude Robinson, Raymond Bloomer, Robert Cain, Ida Waterman, Leslie Austern and others.

Masterly Production

MME. LINA CAVALIERI'S new Paramount photoplay, "A Woman of Impulse," which is being shown at the ..... Theatre this week is said to be a masterly production that will live long in the memories of all who see it. It is a dramatic story of intense interest and deep heart appeal. The supporting players are among the best. Raymond Bloomer plays opposite to the star.

PICTURE STORY BASED ON PLAY

Mme. Lina Cavalieri to be Seen in "A Woman of Impulse"

THE story of "A Woman of Impulse," the new photoplay starring Mme. Lina Cavalieri, the famous diva and known as "the most beautiful woman in Europe," is a picturization by Eve Unsell, of the famous stage play of the same name written by Louis K. Anspacher and produced with gratifying success at the Hudson theatre, New York, in 1909. It is said to afford Mme. Cavalieri one of the finest portrayals of her screen career.

Mme. Cavalieri, who wears her famous jewels in this photoplay —gems that have been the admiration of the capitals of Europe for a decade or more, is seen as the daughter of a poor lace maker whose marvellous voice proves her fortune. It also, by the way, nearly wrecks her life, for it brings into the sphere of her existence antagonistic elements, but after a tragedy not of her own making, she finds love and happiness and all ends tranquilly for all concerned.

The supporting players are of exceptional ability. Raymond Bloomer plays opposite to the star, while Gertrude Robinson, Robert Cain, Ida Waterman and Corinne Uzzell have congenial roles.

A Noted Photoplaywright

EVE UNSELL, the scenarist who adapted "A Woman of Impulse" for the screen, and which is the latest starring vehicle for Mme. Lina Cavalieri, is a photoplaywright of exceptional talents. She is author of many picture successes and has done clever work in "A Woman of Impulse" as is proved by the applause that greets every showing of the photoplay at the ..... theatre this week.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"A WOMAN OF IMPULSE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty four-sheet stand

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "A Woman of Impulse"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

We desire to call your attention to the forthcoming presentation at our theatre on . . . . . next of "A Woman of Impulse," a superb new Paramount photoplay, starring the famous beauty, diva and screen favorite, Mme. Lina Cavalieri, who scored a prodigious success some time ago in "The Eternal Temptress."

In this great production, which is said to be most stupendous, Mme. Cavalieri wears jewels worth a king's ransom. The story deals with a prima donna whose course of love does not run smoothly and whose life is nearly wrecked by a tragedy which she innocently provokes. She later finds happiness and all ends happily for those concerned.

There is not a moment in the development of this great story which is not vibrant wih human interest and touching appeal. We are convinced that you will find this picture one of unusual interest, and we extend to you a hearty invitation to attend its first showing in this city.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of

"A WOMAN OF IMPULSE"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Beginning next ....., Mme. Lina Cavalieri, the celebrated beauty, diva and star in Paramount pictures, will be seen at our theatre in her latest photoplay, "A Woman of Impulse." This is a superb production which, we think, will interest you greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The announcement that Mme. Lina Cavalieri, the world famous diva and screen star, will be seen in her new Paramount photoplay, "A Woman of Impulse," at our theatre next ....., is attracting widespread attention among our clientele. We hope to see you at the premier display.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

Permit us to remind you that "A Woman of Impulse," the magnificent Paramount photoplay, starring Mme. Lina Cavalieri, said to be "the most beautiful woman in Europe," will be presented at our theatre ..... Please come early if you desire good seats.

Yours sincerely

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

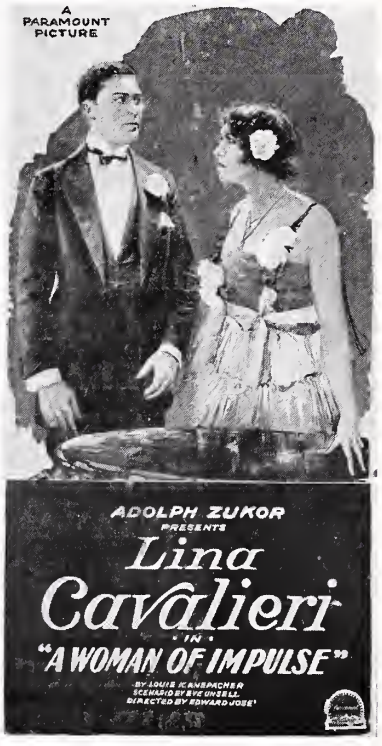
ADVERTISING POSTERS AND SLIDE
FOR
"A WOMAN OF IMPULSE"



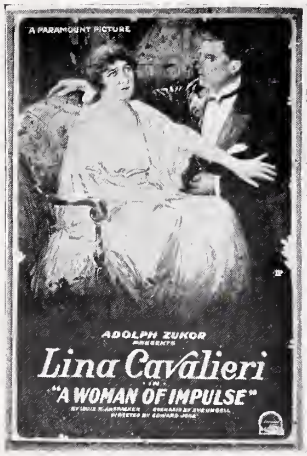
Three Sheet



Slide



Three Sheet



One Sheet



Six Sheet



One Sheet



PAULINE FREDERICK.....“RESURRECTION”
ENID BENNET...“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL
DOROTHY DALTON..“THE MATING OF MARCELLA”
MARGUERITE CLARK .....“PRUNELLA”
CHARLES RAY .....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTON’S .....“MISSING”
LINA CAVALIERI.....“LOVE’S CONQUEST”
VIVIAN MARTIN.....“VIVETTE”
PAULINE FREDERICK....“HER FINAL RECKONING”
SESSUE HAYAKAWA.....“THE BRAVEST WAY”
WALLACE REID.....“THE FIREFLY OF FRANCE”
ENID BENNETT .....“A DESERT WOOING”



MARY PICKFORD .....“M’LISS”
WM. S. HART.....“SELFISH YATES”
DOUGLAS FAIRBANKS.....“ MR. FIX-IT”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON .....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS.....“SAY, YOUNG FELLOW”
GEORGE M. COHAN...“HIT THE TRAIL, HOLLIDAY”

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 16

The Border Wireless

Scheduled Release Date: **8 Oct 1918**

Exhibitor's Press Book
and
Advertising Aids

Charles Kenmore Ulrich
Editor



Thomas H. Ince presents

WILLIAM S. HART

in

"THE BORDER WIRELESS"

Supervised By Thomas H. Ince

An ARTCRAFT Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

PRODUCTION CUTS AND MATS

"THE BORDER WIRELESS"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.

Centre Row—Three Two-Column Cuts and Mats

Bottom Row—Five One-Column Cuts and Mats.

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EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Notes on William S. Hart's Splendid New Artcraft Picture "The Border Wireless"

WILLIAM S. HART, STAR

THE name of William S. Hart, the popular Thomas H. Ince-Artcraft star, is emblazoned high in the motion picture firmament. As a stellar attraction, "Big Bill" stands in the first rank and he has gained his popularity by hard work, sincerity of purpose, honesty of effort and genius as a portrayer of the quaint characters of the romantic west which in the march of civilization and progress is fast passing into oblivion. But the fascination these characters exert upon old and young alike, never will die away, so that so long as there are artists of the capabilities of "Big Bill" to portray them, they will indefinitely continue to hold their sway over the hearts and minds of those in whom the romance of youth refuses to perish. Once in a while Mr. Hart tries to break away from his accustomed path, as for instance in "Shark Monroe," when he was seen as the skipper of a trading schooner in Alaskan waters, but he soon returned to the portrayals with which his name and fame are indelibly associated—those of the rugged Western types of character, of which he seems the veritable reincarnation in each new characterization he essays. As the bandit in "The Border Wireless" who does his country a great service by destroying a wireless station operated by a band of Hun spies and later finds love and happiness, he has drawn a new portrait which will add greatly to his reputation for versatility.

THE DIRECTOR

IN "The Border Wireless," as in many of his famous picture successes, Mr. Hart directed himself and his supporting company. Mr. Hart is as capable of directing a big production as he is of portraying a difficult and arduous role. That he is improving with each new attempt is evidenced by his work in this splendid picture

AUTHOR AND SCENARIST

THE author of "The Border Wireless" is Howard E. Morton, while the screen adaptation is the work of C. Gardner Sullivan. Mr. Sullivan has written many photoplays showing a remarkably facile touch and an imagination that is exceptional. The patriotic note has been well sustained by Mr. Sullivan in his adaptation of Mr. Morton's splendid story.

A PATRIOTIC STORY

STEVE RANSOM, a brave Westerner, becomes a bandit in revenge for the death of his aged parents who die of grief when they are deprived of their ranch through the dishonesty of a railroad corporation in Wyoming. He commits several daring robberies at railroad stations and soon is an outlaw with a price upon his head. He assumes the name of Allen and goes to Yellow Dog, near the Mexican border, where he rescues Elsa Miller, a telegraph operator, from a band of Mexican bandits who attack her as she is delivering a message to the Magdalena Mines. Their love is mutual. Steve is intensely patriotic and when the United States declares war against Germany he decides to go to Fort Scott and enlist. He meets Herman Brandt and Frederick Schloss, two Hun spies whose headquarters are located at the abandoned Magdalena Mines, and when Brandt makes disparaging remarks against the United States, Steve forces him to kiss the flag. Brandt causes Steve's shack to be searched and evidence is found revealing Steve's identity and the fact that he is a fugitive from justice. Brandt learns that Steve has gone to Fort Scott and he telegraphs the facts to the Commandant of the fort with the request that Steve be arrested. Steve escapes and learns that a code message has been received by Brandt informing him that General Pershing is about to sail for France with his officers, and to relay the message to Berlin by wireless. He resolves to prevent the transmission of the message to Germany. He has a desperate battle with the spies and succeeds in sending a wireless message to Fort Scott for help, after which the apparatus is destroyed. The spies are killed or captured and the charge of outlawry against Steve is dismissed as a reward for his patriotic services. Steve and Elsa speak their vows of love as the troops line up for sundown dress parade.

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Production Cuts and Mats

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Latest Releases

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Articles on William S. Hart or on "The Border Wireless"

AN ARTCRAFT PICTURE

Romantic West and its Quaint Characters Live in the Virile Screen Portrayals of William S. Hart

Versatile and Popular Artcraft Star who is Peerless in His Especial Line, a Brave Westerner Who Does His Bit for his Country in "The Border Wireless"

WILLIAM S. HART is the man who, more than any other, has brought the fading West back to the memories of those who are now old and given it a realistic presentation on the screen for the newer generation which knows it only through books or by word of mouth in the form of reminiscence. The West lives again in the pictures in which Mr. Hart is starred by Artcraft. He has been badman, woodsman, plainsman, puncher, gambler—everything in a procession of characterizations, each perfect in itself, pictures as faithful to the types as, for example, are the drawings of Frederick Remington.



WILLIAM S. HART

Now he will come to the ..... Theater next ..... in a new type of picture—new, yet old. For he is still a Westerner, and for a time, a bandit. But the story is modern. It deals with German spy plots on the Mexican border and Mr. Hart saves the day by a splendid piece of bravery and daring. Patriotically speaking, the film is one to make every true American thrill, there is a wholesome love story and a mystery of concealed wireless to add piquancy. This is one of the best Hart films in the entire range of his offerings. Wanda Hawley, a genuine beauty, is his leading woman.

And the story of "The Border Wireless" is some story. C. Gardner Sullivan wrote the play from a story by Howard E. Morton. And that means a lot—if you have been following Paramount and Artcraft (as, of course, you have). For Sullivan's name has appeared at the masthead of many a screen drama that has pleased, entertained and thrilled. And that's just what this is going to do. It is a story with enough action to keep you busy watching the twists and turns. And the patriotic flavor is genuine—not just dragged in. It is a story to make you cheer—for example, where Mr. Hart as Steve Ransom, makes a German kiss the American flag, or where he saves the pretty telegraph operator from the Huns or the Bandits. It is a real yarn—the kind you'd choose if you had to sit up all night. And you'd never go to sleep till it was finished. That's the kind of story—or picture—it is.

"Big Bill" Hart? They say he is immense in the role of Steve Ransom. First a bandit—then a rescuer of pretty girls—then a savior of Governmental secrets—and last, but best of all, a soldier for Uncle Sam.

The personal attraction that William S. Hart exerts upon audiences by means of his reflected self upon the screen is one of the most potent that can be imagined. He is the hero of thousands upon thousands, for he always proves before he finishes that wrong-doing brings only suffering. The old, triumphant note of good over evil is sounded without preaching. Red blooded action is the thing.

With his craggy face, his set jaw and stern eyes Mr. Hart is a "man's man," but he is, oddly enough, a "woman's man" also. That is to say, women admire him for his rugged strength and his virility of manner; men like him because he is so thoroughly a man, using a man's weapons, his fists or his revolvers. A man to be reckoned with and to win in the face of odds. A real American, so to speak. And Mr. Hart wins the children because they can read the innate kindness in his eyes. They, as well as animals, love him sincerely. Quiet and unassuming, "Bib Bill" Hart is a genuine American—a man among men.

CAST AND STORY OF
"THE BORDER WIRELESS"
For Use of Exhibitors in Their House Organs or for General Publicity
AN ARTCRAFT PICTURE

William S. Hart Has Realistic Patriotic and Intensely Dramatic Photoplay in "The Border Wireless"

Popular Artcraft Star Plays Role of Bandit who Later Does His Bit by Running Down Daring German Spies Who Operate Wireless Station near the Mexican Border

STEVE RANSOM, a typical Westerner, who has been reared on a ranch in Wyoming which was wrested from his parents by a railroad company, becomes embittered and revengeful, and taking the law into his own hands, develops into a bandit, committing several daring robberies at stations belonging to the railroad company which had despoiled him and brought his aged parents to death. He eventually becomes a fugitive with a price upon his head and drifts to Yellow Dog, Arizona, near the Mexican border.

Elsa Miller is a telegraph operator at Yellow Dog, and the guardian of her younger brother, Carl. Elsa is on her way to deliver a message to Herman Brandt at the Magdelena Mines and is attacked by Mexican bandits. Steve rescues and falls in love with her and decides to remain at Yellow Dog. Frederick Brandt loves Elsa, but she is unaware that the Magdelena Mines have been converted into the headquarters for German spies with a cleverly concealed wireless apparatus by which messages are transmitted to Mexico and from there to Honduras and then to Berlin. Brandt is in direct communication with Von Helm, head of the German Secret Service in New York City.

Steve becomes suspicious of Brandt, when he and his assistant Frederick Schloss, express contempt for the American flag and the fighting abilities of the United States. Steve forces Brandt to kiss the American flag. War with Germany is declared, and Steve determines to enlist.

"THE BORDER WIRELESS"

THE CAST

Steve Ransom, a Bandit..... William S. Hart
Elsa Miller, a Telegrapher... Wanda Hawley
Herman Brandt, a Hun Spy.. Chas. Arling
Carl Miller, Elsa's Brother... James Mason
Frederick Schloss..E. von Ritzen
Von Helm.....Berthold Sprotte
Esther Meier.....Marcia Manon

He calls on Elsa, determined to reveal his past life to her, and invites her to ride part of the way with him to Fort Scott; she plainly evinces her love for Steve. During their absence Steve's shack is ransacked by Brandt and Schloss; photographs of Steve's father with an inscription on the back, reveals the fact that Steve's real name is Ransom, and not Allen—which name he assumed while in Yellow Dog. Brandt sends a telegram to the Sheriff at Willow Springs, asking for information regarding Steve and thus learns that Steve is a fugitive from justice. Carl reveals the fact that Steve is on his way to Fort Scott to enlist, and Brandt forces the boy to telegraph the commanding officer at Fort Scott the facts he has discovered regarding Steve.

While awaiting examination at Fort Scott, Steve overhears the conversation between the commanding officer and the telegraph operator, and makes his escape through a window. He is pursued by the soldiers but eludes them and takes refuge in a wooded canyon. Elsa learns of the occurrence, but this does not shake her faith in him. A day or two later, a code message comes for Brandt, and Carl starts with it for the Magdalena Mines. He is thrown from his horse and is lying unconscious, when Brandt and Schloss and another spy ride by. They go through his clothes and find the message, which is translated with the aid of a code book Carl, who has regained consciousness, overhears the translation of the message, the purport of which is that General Pershing is on his way to Europe and the Germans are planning to sink the vessel on which he has sailed. The two men take their departure, leaving their man to watch Carl.

Elsa now appears and Carl whispers to her the nature of the message. The German, hiding behind the bushes, overhears Carl and is about to shoot him, when Steve, who has been hiding in the bushes all the time and witnessed the entire proceeding, kills the German. Carl is moved to a comfortable position, and Steve and Elsa ride to the Mine to prevent the sending of the message, which would mean the death of General Pershing, surprise the Germans, and after a fierce battle, take possession of the wireless apparatus and succeed in sending out a call for help to Fort Scott, after which they destroy the wireless. The soldiers arrive and make the Germans their prisoners. The charge against Steve is dismissed and the story ends happily with Steve and Elsa watching the soldiers lined up for the sundown dress parade.

PRESS REVIEWS

To Be Sent Out Immediately After the First Showing of "The Border Wireless"

AN ARTCRAFT PICTURE

William S. Hart Scores Another Notable Triumph in His New Patriotic Artcraft Photoplay, "The Border Wireless"

WITH a thrill in every foot of film, a smashing climax and a love story that is delightfully convincing, "The Border Wireless," the new William S. Hart picture, which was shown at the .... Theatre yesterday ....., is one of the best in which that virile Western actor has ever appeared. It is an Artcraft photoplay and was directed by Mr. Hart himself, under the supervision of Thomas H. Ince. The story was written by Howard E. Morton and C. Gardner Sullivan did the scenario.

By linking Mr. Hart's Western type of characterization with a distinctly modern situation resultant from the war, involving a wireless plot on the border engineered by German spies, and bringing in a most exquisite little telegraph operator, the authors have succeeded in bringing the drama up to the minute without sacrificing any of that picturesqueness that every admirer of Mr. Hart demands.

The story deals with the fortunes of Steve Ransom, the role portrayed by Mr. Hart, who is the son of a Civil War veteran and intensely patriotic, but when his father is swindled out of his ranch in Wyoming by a powerful railroad company and both his parents die shortly afterward, Steve becomes a vengeful man and a bandit, wreaking havoc upon the railroad that caused his father's last days to be spent in grief.

Steve meets Elsa, the operator, on her way to the Magdalena Mines with a message for a man named Brandt. Steve rescues her from Mexican bandits and their friendship grows into love. Brandt is a German spy and the mine is the headquarters for a wireless outfit secretly used to convey messages to Mexico, which are then relayed to Honduras and finally reach Berlin.

By a series of complications a message conveying the information of the steaming date of General Pershing's steamship for Europe is recovered by Steve, while he is in hiding after having been exposed as the one-time bandit by Brandt and hunted by the American troops of whom he has tried vainly to become one. The commander of the forces secures Steve's pardon and he is left with the prospect of going "Over There" with the army and, on his return, of finding Elsa waiting for him.

The story is consistently developed, is full of logical if exciting action and is wonderfully well played. Wanda Hawley is the leading woman and a good cast supports the star.

This is a different Hart picture, yet it retains enough of the familiar quality to make it pleasing to those who are insistent upon the Western film star remaining a Westerner. The patriotic flavor, the splendid military scenes, the rapid fire action all render this picture the most delightful and inspiring entertainment.

"Big Bill" Hart, Popular Artcraft Star, Makes Big Hit as Patriotic Bandit in New Picture "The Border Wireless"

WILLIAM S. HART, peerless portrayer of strong virile Western roles, made a distinct hit in his new Artcraft photoplay, "The Border Wireless," at the ..... Theater yesterday. The picture, which was directed by Mr. Hart under the supervision of Thomas H. Ince., is intensely dramatic and of that Hart type which is bound to attract widespread and favorable comment.

Steve Ransom, a brave Westerner, becomes a bandit in revenge for the death of his aged parents who die of grief when they are deprived of their ranch through the dishonesty of a railroad corporation in Wyoming. He commits several daring robberies at railroad stations and soon is an outlaw with a price upon his head. He assumes the name of Allen and goes to Yellow Dog, near the Mexican border, where he rescues Elsa Miller, a telegraph operator, from a band of Mexican bandits who attack her as she is delivering a message to the Magdalena Mines.

Their love is mutual. Steve is intensely patriotic and when the United States declares war against Germany, he decides to go to Fort Scott and enlist. He meets Herman Brandt and Frederick Schloss, two Hun spies, whose headquarters are located at the abandoned Magdalena Mines and when Brandt makes disparaging remarks against the United States, Steve forces him to kiss the American flag.

Brandt causes Steve's shack to be searched and evidence is found revealing Steve's identity and the fact that he is a fugitive from justice. Brandt learns that Steve has gone to Fort Scott and he telegraphs the facts to the Commandant of the fort with the request that Steve be arrested. Steve escapes and with the aid of Elsa runs down the spies, destroys the wireless plant, and for his services he is pardoned. He and Elsa then plight their troth. The support is excellent, the portrayal of Elsa by Wanda Hawley being most artistic.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

W. S. S.

BUY! BUY!

THOMAS H. INCE PRESENTS

WM. S. HART



in

"THE BORDER WIRELESS"

An ARTCRAFT Picture

Scenario by C. GARDNER SULLIVAN Directed by WM. S. HART

Supervised by THOMAS H. INCE

By H. E. Morton Photographed by J. August

William S. Hart in Khaki!

SEE how he handles the Hun spies in this great picture! They try to get a wireless message off to Berlin giving away the news of Pershing's sailing—but Hart, and a girl, beat them to it, and his good gun barks while the girl smashes the apparatus.

SOME excitement!

Always a Good Show

ARTCRAFT THEATRE

CASTLE SQUARE

THOMAS H. INCE PRESENTS

WM. S. HART



in

"THE BORDER WIRELESS"

An ARTCRAFT Picture

Scenario By C. GARDNER SULLIVAN Directed by WM. S. HART

Supervised by THOMAS H. INCE

By Howard E. Morton Photographed by Joe August

See the great Westerner in a soldier role!

IT'S PRETTY hard luck on German spies when William S. Hart is around with his shooting iron and a determination to see that the United States gets a square deal.

The queer thing is that the soldiers are after Hart while he's after the plotters, but his work with the little gun puts him O. K. all around—and Berlin loses some valuable spies.

The Home of Paramount and Artcraft Pictures

ARTCRAFT THEATRE

Castle Square *Continuous 11 to 11*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

THOMAS H. INCE PRESENTS

WM. S. HART



in

"THE BORDER WIRELESS"

An ARTCRAFT Picture

Scenario by C. GARDNER SULLIVAN Directed by WM. S. HART

Supervised by THOMAS H. INCE

By Howard E. Morton Photographed by Joe August

Deadly Work at the Wireless Station!

NOW and again in a William S. Hart picture the friction gets too close even for gun-play, and it's then that you see this great Western actor at work with his bare fists.

In "The Border Wireless" he shows one way of canning the Kaiser, or at least those who do the Kaiser's dirty work.

A picture that will GET YOU.

"Foremost stars, superbly directed in clean motion pictures"

ARTCRAFT THEATRE

Broadway and Fifth Avenue *Continuous 11 to 11*

UP AND DOWN BROADWAY

In and Out of the Film Studios

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Border Wireless"

AN ARTCRAFT PICTURE

WILLIAM S. HART'S NEW PHOTOPLAY IS QUITE DRAMATIC

"The Border Wireless" Affords Popular Artcraft Star Splendid Role

WILLIAM S. HART'S new Artcraft picture, "The Border Wireless," which will be shown at the ..... Theater next .....has been designated by those who have had previews of the production as a picture "with a real thrill." Of course, every Hart picture has a thrill, a consistent story with action in every foot, but the fact that this one is concerned largely with the machinations of a band of Hun plotters in America, on the borders of Mexico, gives added interest and enables the star to depict certain phases of the war at home which are not only timely, but decidedly fascinating.

It gives Hart a chance to wear khaki; presents him first as a bandit, depicts his reform when patriotic inspiration arouses him to the fact that he is at heart a man of honor; shows his effort to enter the army, temporarily frustrated by his record which is exposed by a German, and his final pardon and acceptance when he uncovers a dastardly plot and exposes the wireless operations of the spies, whose instruments are hidden in an old mine.

Howard E. Morton wrote the story and C. Gardner Sullivan the scenario. Mr. Hart directed the picture and Joe August did the photographic work. Many of the scenes were actually taken on the borders of the Mexican republic. Wanda Hawley is Mr. Hart's leading woman.

REAL WIRELESS OUTFIT USED IN HART PHOTOPLAY

Morse Code Employed in New Artcraft Picture, "The Border Wireless"

IN the William S. Hart studio at Hollywood, a complete and practical wireless outfit was erected for use in scenes of his new Artcraft picture, "The Border Wireless," which will be shown at the ..... Theater next ..... Of course, there is no possibility of messages being sent outside the radius of the studio itself, but to all intents and purposes, it is the real thing, and, to make the scenes absolutely correct, Wanda Hawley, who plays the feminine lead opposite Mr. Hart, was compelled to learn the code in its entirety.

This was no small task for the beautiful little actress, but she accomplished it in an astonishingly short time, and probably with as great or greater facility than many actual operators, when they are beginning. In order to insure those in the audiences who may be familiar with the wireless code from finding flaws in the film, Mr. Hart, who directed the production under the supervision of Thomas H. Ince, insisted that all the dots and dashes be correctly interpreted. Thus when the sparks flash the message in the picture, it will be the actual message that is required by the exigencies of the plot.

This picture bids fair to outrival anything previously presented by the virile actor, for it is in a new vein, with a war angle, and deals with illicit use of the wireless by Hun spies along the Mexican border. The supporting players, headed by Wanda Hawley, are excellent.

"BIG BILL" HART IN A KHAKI UNIFORM! JUST THINK OF IT

Famous Artcraft Star Enlists in His Latest Photoplay, "The Border Wireless"

THE noted Thomas H. Ince star, William S. Hart, in khaki! That in itself is something worthy of note. True, he only dons the uniform of Uncle Sam at the close of the new picture, "The Border Wireless," because from the start until the close; he has striven valiantly to gain that position of honor, striven against odds, branded as a bandit, the victim of Hun plotters—but finally he triumphs, wins his pardon, the girl of his choice, foils the spies and prepares to go "Over There" in the defense of Democracy.

Howard E. Morton wrote the story and C. Gardner Sullivan's facile pen is responsible for the scenario. The plot of "The Border Wireless," which will be shown at the ..... Theater next ....., is concerned with German spies along the borders of Mexico, a hidden wireless, and a desperate attempt to notify the Hun leaders of the sailing dates of transports. A beautiful telegraph operator, played by Wanda Hawley, is the heroine, and is an admirable foil for the cold, stern, rugged Westerner. The support generally is excellent.

This picture should be one of the most successful of the long list of splendid dramatic offerings in which Hart has appeared.

HART HAS STRONG LEADING WOMAN

Wanda Hawley Supports Star in "The Border Wireless"

PRETTY Wanda Hawley, who has been seen in many excellent pictures, most notable of which has been C. B. deMille's "We Can't Have Everything," is leading lady for William S. Hart in "The Border Wireless," his newest Thomas H. Ince-Artcraft picture. Miss Hawley possesses exceptional beauty as well as personality and histrionic ability.

This is a patriotic story by Howard E. Morton, the photoplay being by C. Gardner Sullivan. It deals with an attempt by German spies on the border to send wireless messages to Berlin via Mexico and South America and shows how their nefarious schemes were frustrated by the bravery of one man, Steve Ransom, portrayed by William S. Hart.

Strong Support

A FINE cast supports William S. Hart in his new picture. "The Border Wireless," which is now being exhibited at the ..... Theater. Wanda Hawley, one of filmdom's prettiest actresses, is another well-known film beauty leading woman. Marcia Manon, has an important role. Others in the cast are Charles Arling, James Mason, E. von Ritzen, Berthold Sprotte, etc. The story is a modern one, dealing with the work of Hun spies on the Mexican border and Hart has one of the most vivid roles of his career.

WILLIAM S. HART IS GOING "OVER THERE"

Meaning, He Will in His New Film "The Border Wireless"

WILLIAM S. HART is going "Over There"—at least in the Artcraft picture, "The Border Wireless," which will be seen at the ..... Theater on ..... Becoming a bandit by a desire for revenge against a railroad that has taken his father's ranch, Mr. Hart, as Steve Ransom, finally reforms and succeeds in defeating the plans of German spies on the border to send a wireless message to Berlin telling when General Pershing will sail for France.

He seeks to enter the army, but his bandit past is exposed and only after his great service is he pardoned and accepted for service. A love story is introduced with pleasing results and indeed, the entire picture is entertaining, lacking none of the virile quality that is identified with a Hart film, yet having an entirely different flavor and an intense patriotic note. The support is excellent.

A Talented Actress

MARCIA MANON, who appeared to advantage with Mary Pickford in "Stella Maris," playing the drug-using wife; and with C. B. deMille's picture, "Old Wives For New," is seen in "The Border Wireless," Willim S. Hart's newest Artcraft film in the role of Esther Meier, at the ..... Theater this week. She is a talented actress, with a striking face and Junoesque form. She possesses an exotic quality that is exceptionally suited to heavy parts or roles of the semi-vampire order.

C. G. SULLIVAN HAS ANOTHER BIG HIT

Is Adaptor of New Hart Picture "The Border Wireless"

C. GARDNER SULLIVAN wrote the scenario for "The Border Wireless," William S. Hart's newest Artcraft picture, and he has achieved a remarkable work, according to report. The picture will be shown at the ..... Theater on ..... The original story was written by Howard E. Morton.

C. Gardner Sullivan has written many photoplays showing a remarkably facile touch and an imagination that is exceptional. This picture is decidedly "red-blooded," yet sufficiently different from the Hart pictures that have preceded it to have the merit of distinct novelty.

The patriotic note is impressive and the love interest well sustained. Wanda Hawley, beautiful and clever, is leading woman and Mr. Hart himself directed the production. The support includes Charles Arling, James Mason, E. von Ritzen, Barthold Sprotte and Marcia Manon.

Splendid Photography

JOSEPH AUGUST did the photographic work in "The Border Wireless," William S. Hart's new Artcraft picture. And it is wonderful photography, too, as anyone who has seen it at the ..... Theater this week will tell you. Mr. Hart directed the photoplay and it is a real humdinger. Lots of action, love—and patriotism that rings true—what more do you want? The supporting players are among the best seen here in many months.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE BORDER WIRELESS"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty four-sheet stand

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "THE BORDER WIRELESS"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

DEAR MADAM:

We take pleasure to announce that William S. Hart, the popular Thomas H. Ince-Artcraft star, will be seen in his latest photoplay, "The Border Wireless," at our theatre next ..... This doubtless will delight our patrons, and the indications for record-breaking audiences are excellent.

This fine picture was directed by Mr. Hart himself under the supervision of Thomas H. Ince and the story deals with a bandit who enlists in the United States army and who, after dispersing a band of Hun spies engaged in sending information to Berlin by wireless, is pardoned and finds happiness in the love of a charming woman.

There is a strong love element in the picture which, viewed from every standpoint, is one of the finest photoplays in which Mr. Hart has ever appeared. That it will amply repay all who attend the premier display of the photoplay at our theatre, seems to us a certainty.

Thanking you for past favors, we beg to remain,

Yours sincerely,

.....

Manager,

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of

"THE BORDER WIRELESS"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It may interest you to know that William S. Hart's new Artcraft photoplay, "The Border Wireless" will be shown at our theatre next .....

Mr. Hart is one of the most popular motion picture stars in the world, and any picture in which he appears is distinctly worthwhile.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Unusual interest has been aroused here by the announcement that William S. Hart, will be seen in "The Border Wireless," his latest - Artcraft photoplay at our theatre next.....

We recommend this splendid picture to your careful attention, and hope you will find time to see it.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that William S. Hart's splendid Artcraft photoplay, "The Border Wireless," will be displayed at our theatre today. (.....)

The public demand for this picture already is enormous, and we warn you to come early if you hope to secure good seats.

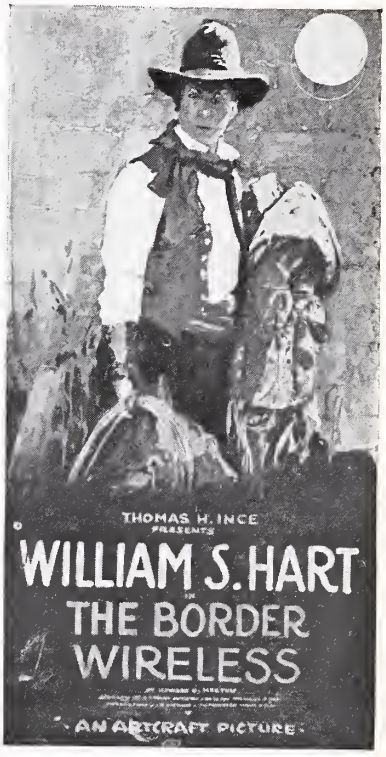
Yours sincerely,

Manager _____

ADVERTISING POSTERS AND SLIDE
FOR
"THE BORDER WIRELESS"



Twenty-four Sheet



Three Sheet



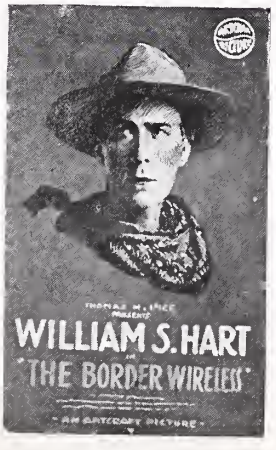
Slide



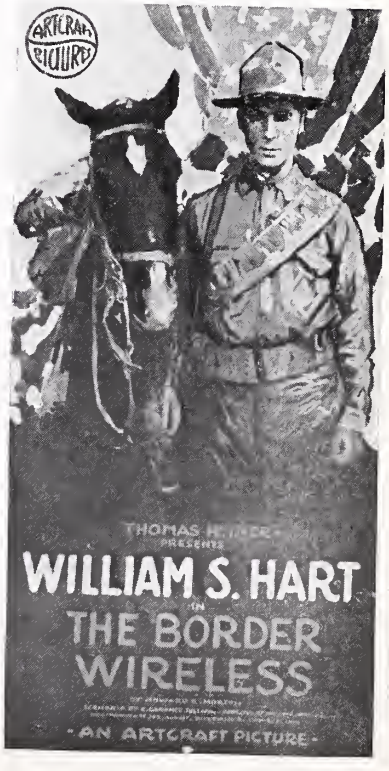
One Sheet



Six Sheet



One Sheet



Three Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

CHARLES RAY.....A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS.....BOUND IN MOROCCO
GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK..... FEDORA
WILLIAM S. HART .....RIDDLE GAWNE
BILLIE BURKE.....IN PURSUIT OF POLLY
DOROTHY DALTON.....GREEN EYES
DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT.....THE MARRIAGE RING

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID..... THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD.....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 17

The Man from Funeral Range

Scheduled Release Date: **6 Oct 1918**

Exhibitor's Press Book

and

Advertising Aids

Charles Kenmore Ulrich, *Editor*



WALLACE REID IN

"The Man From Funeral Range"

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

STOCK PRODUCTION CUTS AND MATS

Wallace Reid in "The Man From Funeral Range"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE, Director General
NEW YORK

COMMENTS ON WALLACE REID AND "THE MAN FROM FUNERAL RANGE"

WALLACE REID, THE STAR

THERE are few better known motion picture actors than Wallace Reid, the Paramount star who is celebrated as being one of the "classiest" film artists in the country. Mr. Reid has a distinct personality, and his magnetism and talents have contributed to his great popularity all over the country. But behind all this is Mr. Reid's genius for the portrayal of strong vigorous men—beings of that red-blooded species which men and women, especially the latter, admire above all else. Mr. Reid is of heroic size and his temperament is of that equable and even quality which lends itself with facile grace to each new portrait. Is it any wonder, therefore, that all photoplays in which he appears, are standard attractions which both exhibitors and their clienteles demand? In his newest photoplay, 'The Man From Funeral Range," Mr. Reid has a role which fits him like a glove and which he portrays admirably. I am sure all of Mr. Reid's admirers will hail it as one of his finest and most virile screen portraits.

THE AUTHOR

THE author of "The Man From Funeral Range" is Ernest Wilkes, whose play under the title "Broken Threads," was produced at the Fulton Theatre, New Yoark, on October 30, 1917. The play was quite successful and has been well received en tour. Mr. Wilkes is an actor as well as playwright and his knowledge of the technique of the stage and drama is quite extensive.

THE SCENARIST

MONTE M. KATTERJOHN is a young scenarist of promise whose work in Mr. Reid's recent success "The Source," has been ably seconded by his picturization of "The Man From Funeral Range." Mr. Katterjohn is an able adapter with a finely developed sense of continuity.

THE DIRECTOR.

WALTER EDWARDS, a capable director, who recently transferred his megaphone to the Paramount forces, displays no mean ability in "The Man From Funeral Range," so that it serves as a fitting introduction of his work to Paramount audiences. Mr. Edwards has a keen appreciation of dramatic values and screen effects and perfectly rounded pictures may be looked for from him.

A STIRRING STORY.

HARRY WEBB, a Western prospector, incurs the deadly enmity of Mark Brenton and Frank Beekman, two sharpers, because he frustrates their design to obtain his mining properties for a song. Webb meets and loves Janice, a cabaret girl and one night Janice is enticed into a room in a hotel by means of a note to which Webb's name had been forged by Brenton who is infatuated with the girl. Dixie, a dance hall entertainer who loves Brenton, intercepts the note and in jealous rage shoots Brenton and escapes. Webb learns of the forged note and goes to the room where Janice lies in a swoon through fright. Believing Janice shot Brenton, Webb secretes the revolver and when Beekman and several officers reach the room, he is arrested and charged with the murder. Janice, who insists that Brenton was slain by a woman whose shadow she saw on the wall at the time of the shooting, is spirited away by Beekman and held a prisoner on a tramp steamship until after Webb's trial and conviction. He is sentenced to death and when on the way to San Quentin prison, Webb makes his escape and finds refuge in the Funeral Range Mountains. After a year or more, he returns to the city in disguise and finds Janice who believes him dead. Dixie is accidentally shot by Beekman who, on recognizing Webb, attempts to shoot him. Dixie confesses before her death that she shot Brenton and Webb is pardoned. Janice and Webb plight their troth and look forward to happiness for the future.

EXCELLENT SUPPORT

MR. REID'S co-star in this production is Ann Little, who has been seen in many of his photoplays as his leading woman. Lottie Pickford, a sister of "Our Mary" has a congenial role while Tully Marshall, an excellent actor, plays the role of a rascally lawyer. Willis Marks, and Phil Ainsworth are happily cast.

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SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Wallace Reid or "The Man From Funeral Range."

A Paramount Picture

Wallace Reid, Player With Personality Has Great Role in New Paramount Photoplay, "The Man From Funeral Range"

Popular Star and Screen Artist Says His Newest Photoplay is of the Red Blooded Variety Which, in His Judgment, Will Be Heartily Liked by the Public.

WALLACE REID is one of the screen's most popular and handsomest leading men. He is a player with personality, address and unction. He has done so many fine things that a catalogue of them would be formidable if given in its entirety.

One of his most recent successes was "The Firefly of France," preceded by "Believe Me, Xantippe" and followed by "Less Than Kin." He will not be soon forgotten for his splendid work in "Joan the Woman" under C. B. DeMille's direction, nor for his excellent characterization in "The Woman God Forgot," also a De Mille Artcraft picture.

Wallace Reid is blessed with more than ordinary good looks, but withal he has retained his poise and intelligent interest in his work. Personally the most lovable of chaps, as an actor he sends across the screen that same engaging quality which has resulted in endearing him to film patrons far and near.

There are few film stars today who receive a greater amount of mail expressive of the pleasure he gives the writers than Wallace Reid. His versatility, talent and imagination are placing him in the roster of the truly great performers for the photoplay.

"I like any play that has red blood in it," recently declared Mr. Reid, star of "The Man From Funeral Range" which will be shown at the———— Theatre on ————. "I like this picture because of that very thing. Also, because it is realistic and full of tense situations. I think the public will like it for these reasons. In these days we are all "keyed up" as it were, to a high tension and demand either comedy or else drama that is human and lifelike. We don't want psychological or sex studies. We do want humor and genuine drama.

"I certainly get variety enough," he smiled, "but that is also to my liking. One tires of doing the same sort of parts year in and year out. But lately I've been a clubman, a woodsman, a Central American adventurer, an amateur detective and now I've just finished this western picture wherein I am a prospector. No lack of the "spice of life" there, is there?



Wallace Reid

Wallace Reid has to be versatile to meet the changes they ring upon him. But he is always ready and they never catch him napping. He did not mention the fine work he did in "Joan the Woman," for example, or "The Woman God Forgot"—in fact there's mighty little that Reid hasn't done in the way of screen interpretations.

Wallace Reid is a handsome, athletic chap, with abundant ability and a magnetic and engaging personality. No wonder he is a prime favorite with the screen public.

This new picture of his is by Ernest Wilkes—that is, it was adapted from a play of his called "Broken Threads" by Monte Katterjohn. And it is said to be a "hum-dinger" which, in the language of the submerged tenth, means the "real goods."



CAST AND STORY OF

"THE MAN FROM FUNERAL RANGE"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

Dramatic Story With Highly Interesting Situations is Wallace Reid's New Paramount Photoplay "The Man From Funeral Range"

Paramount Star Portrays Role of Prospector Who is Drawn Into the Vortex of a Tragedy Which Nearly Wrecks His Life But Ultimately Finds Happiness.

HARRY WEBB, a prospector, incurs the enmity of Mark Brenton and Frank Beekman, the latter an unscrupulous lawyer, because he refuses to sell them his mining properties and tears up an agreement which Budlong, his partner, had signed. The two leave Budlong's store on the rim of the Funeral Range, angrily vowing vengeance.

Webb goes to a nearby town and in a cafe is attracted by the beauty of Janice Williams, a cabaret singer. Brenton, who is loved by Dixie, an entertainer, is paying unwelcome attentions to Janice and Dixie's jealousy is aroused. Webb meets Janice and they become sweethearts. One day Janice is summoned to an upper room of a hotel by means of a note to which Webb's name has been forged. Dixie intercepts the note and arming herself with a revolver, she goes to the room to avenge herself upon Brenton who lies waiting for Janice.

Webb learns of the decoy and hastens to the room in search of Janice. When he reaches the hallway he hears the sound of a shot fired by Dixie, which kills Brenton, and entering the room, Webb finds Janice half unconscious and the body of Brenton with a revolver lying beside it. Believing Janice had slain Brenton in defence of her honor, he pockets the weapon to shield her and at that instant Beekman and several officers arrive. Webb is arrested and Janice swoons when Beekman threatens to hang the man she loves.

Janice announces that Brenton was killed by a woman whose shadow she saw on the wall, and Beekman causes her to vanish mysteriously. Webb cannot understand. Janice is kept a prisoner on a tramp steamer until after Webb's trial which results in his conviction and sentencing to death. On his way to San Quentin prison to be executed, Webb escapes with the aid of Budlong and finds refuge in Funeral Range. Janice returns meanwhile and is told that Webb was found dead in the mountains.

A year or two later, Webb, wearing a full beard, returns to the town under the name of Kendall, and with Budlong, goes to the hotel to see Colonel Leighton, who is bidding for his claim. Webb sees Janice at the hotel and when she fails to recognize him, he shaves off his beard. Meanwhile, Beekman arrives to consult with Colonel Leighton about the former's son who has married Dixie. Dixie and her husband are hiding behind a screen when Webb reaches the room to see Leighton, Dixie recognizes him instantly.

Beekman also recognizes Webb and attacks him. In their struggle for a revolver, the weapon is discharged and Dixie mortally wounded. She lives long enough to confess that she slew Brenton with her own pistol. Beekman is led away to answer for the murder of Dixie while Janice and Webb fall into each other's embrace, happy and contented.

"THE MAN FROM FUNERAL RANGE."

The Cast

Harry Webb, a Prospector — **Wallace Reid**

Janice Williams, a Cabaret Girl — **Ann Little**

Budlong, Webb's Partner — **Willis Marks**

Mark Brenton, a Sharper — **George McDaniel**

Frank Beekman, a Lawyer — **Tully Marshall**

Dixie ..... **Lottie Pickford**

Freddie Leighton, Phil Ainsworth

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of "The Man From Funeral Range."

A Paramount Picture

Wallace Reid Scores Genuine Hit by His Portrayal of a Prospector in His New Paramount Photoplay "The Man From Funeral Range"

Paramount Picture, Admirably Produced and Splendidly Acted, Received With Unequivocal Enthusiasm by Big Audience on Its Premier Presentation Here.

WALLACE REID is thoroughly at home in the rig of a westerner and in "The Man From Funeral Range," his newest Paramount offering, which was shown at the ..... theatre yesterday, he appeared to distinct advantage as a prospector amid a decidedly effective setting and in a picture play that is remarkable because of its dramatic strength and in which the love element runs strongly. The story is from the play "Broken Threads" by Ernest Wilkes and has the advantage of excellent construction and the tenseness that only comes with experienced playwrighting.

The story concerns itself with the experiences of Harry Webb, a young prospector who angers two sharpers by refusing to sell his claims. He leaves the Funeral Range, where he has been isolated from humanity and goes to the city where in a cafe he is attracted by a cabaret girl's voice and later comes to love the girl herself. One of the sharpers turns up as an admirer who is despised by Janice, the girl. Dixie, another entertainer, is jealous, having been cast off by the villain, Brenton.



Wallace Reid

A decoy note brings Janice to a room where she is face to face with Brenton. Dixie, with a revolver, hides in the shadows, she having intercepted and read the note. Webb arrives just as the jealous woman shoots Brenton. He thinks Janice did it and accepts the blame, is arrested, convicted and condemned to death. Unable to give evidence concerning the initials on a revolver, and a woman's shadow which she saw on the wall, because she has been abducted by the dead man's partner, Janice does not return till the trial is over. But meantime Webb has escaped from the guards and hidden in the Funeral Range. He emerges thence a year later with a full beard. He meets Janice at the hotel and shaves off his beard to make himself known. They renew their friendship and then Beekman, the sharper-lawyer also recognizes the escaped prisoner. A struggle follows and Dixie is accidentally shot by Beekman. Dying, she confesses the murder of Brenton and the shadows are cleared.

The theme is rich in emotion and startling situations. It is well enacted by Mr. Reid as Webb, Ann Little as Janice and Lottie Pickford as Dixie. The villains, Brenton and Beekman, are played respectively by Geo. McDaniel and Tully Marshall. Good bits are done by others in the cast.

The production, directed by Walter Edwards, is a finished one and the general public will find it distinctly to their liking.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

JESSE L. LASKY presents

WALLACE REID



in

"THE MAN from FUNERAL RANGE"

A Paramount Picture

By W. E. WILKES *Scenario by* MONTE KATTERJOHN
Directed by WALTER EDWARDS

How many innocent men have been hanged?

THIS thrilling picture starring Wallace Reid revolves around that dramatic question of "should a lawyer get a man the death sentence when he secretly believes him innocent?"

The lawyer says he does what he's paid for, same as other men.

What do you say?

"THE HOME OF PARAMOUNT AND ARTCRAFT PICTURES"

PARAMOUNT THEATRE
MONUMENT SQUARE *CONTINUOUS 11 TO 11*

JESSE L. LASKY presents

WALLACE REID



in *"THE MAN from FUNERAL RANGE"*

A Paramount Picture

By W.E. WILKES *Scenario by* MONTE KATTERJOHN
Directed by WALTER EDWARDS

When the law works injustice

IT'S one thing to *be* innocent, but it's quite another to *prove* it, particularly when a rescally lawyer finds it profitable to get your scalp.

In this thrilling picture Wallace Reid is sentenced to death, makes a sensational escape from a train en route to prison, lives in "Funeral Range" awhile, grows a beard and eventually gets back to civilization and makes it hot for Mr. Lawyer.

"BETTER PICTURES"

PARAMOUNT THEATRE

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

Advertising Cuts And Mats

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

JESSE L. LASKY
presents

Wallace Reid



in

"THE MAN from FUNERAL RANGE"

A Paramount Picture

By W. E. WILKES

Scenario by MONTE KATTERJOHN — *Directed by* WALTER EDWARDS

Trying to convict an innocent man!

IT looks mighty bad for Wallace Reid in this picture—fugitive of the law, and innocent at that—but it's no use for an innocent man to argue with the electric chair. The only safe way is flight and vindication later.

What would you do under such circumstances?

"FOREMOST STARS, SUPERBLY DIRECTED IN CLEAN MOTION PICTURES"

PARMOUNT THEATRE

BROADWAY AND FIFTH AVENUE — *CONTINUOUS 11 TO 11*

UP AND DOWN BROADWAY

In and Out of the Film Studios

WEST SIDE
...h St. to 42d St.

...THEATRE EIGHTH AVE. AT 25TH STREET.
...er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
...Secret," with ELLA HALL.
...ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
...r—The Beast of Berlin"
...THE NEWS COMEDY
VAUDEVILLE

...ES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
...M in "ROUGH & READY."
...ve., 16c, including war tax.

...GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
...RADY in "THE TRAP."
...THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

...THEATRE BROADWAY AND 77TH STREET
...kawa "Honor of His House."
... in "Riders of the Night."

...EATRE 8TH AVENUE AT 44TH STREET.
...RDEN, "The Splendid Sinner"

WEST SIDE
...h St. to 125th St.

BROADWAY AT 89TH ST.
...SESSUE HAYAKAWA in
..."THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...AN ...6 Cathedral Parkway.
...2 to 11 P. M.
...IVET, in "Lest We Forget"

...116th St. & 5th Ave.
...SUBMARINE EYE."
...THE WOMAN IN THE WEB."

...REET & MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME"
"THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...ston Forbes-Robertson
...asks and Faces."

...EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
...NNETT in "THE KEY TO ...OUSNESS." Toto Comedy.

...onderland THIRD AVENUE AT 162D STREET.
...hillips in "The Risky Road"

COMEDY 3754 3d Ave.
...LIAFERRO, 'The Three of Us'
...STORY COMEDY

...Westchester Av. & 161st St.
...TANCE TALMADGE
...THE STUDIO GIRL"
...TH CLIFFORD
...E GUILT OF SILENCE"

...EATRE, 4048 Third Av.
...iscale in "Madame Who?"

...RESCENT 168TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S PL. & ALBANY AVE.
...iscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...edford Section

...RIUM 1296 Fulton Street. Continuous 1 to 11 P.M.
...AM FARNUM
IN
...S MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST BR... & MARK...
Mrs. Vernon Castle, "Hillcrest Mystery..."
"His Old-Fashioned Dad" & Alice ...

ORPHEUM 126 Secon...
FRANK KEENAN in "LOAI...
4th Epis. "THE WOMAN IN ...

ST. MARKS 133 Sec...
CARLYLE BLACKWELL in ...
OUT." "THE EAGLE'S ...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 16 "THE MYSTE...

M. & S. Thea...

AMERICAN MOVIES
Francis X. Bushman & B...
in "With Neatness and ...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

NEW 14th ST. 14TH ... SE...
"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Clin...
DOROTHY DALTON in "...
Mack Sennett Comedy, "It Pa...

PALACE 133 Es...
Pauline Frederick, 'Mrs. D...
5th Epis. "The Woman ...

SUNSHINE 141 E. ...
Edith Storey, 'Treasure ...

WACO 118 Riv...
Elsie Ferguson, "The Sc...

STAPLETON

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A ...

NEWARK, N...

..."Tarzan of the Apes," with J...
A Sidney Drew Com...

HOBOKE...

STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S...
in "THE T...
"A SON OF DEMOCR...

ORPHEUM KITTY ...
in "THE PU...
Tmw—MAE MARSH in "Field...

ROCKAWAY B...

NEW THEATRE HAMMEL ROCKAW...
OLGA PETROVA In "T... WITHI...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face ...

Stuyvesant Heights

COLONIAL BROAD... ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadwa...
Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hal... Con...
Henry B. Walthall in "Hum...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey &... Cont. 1...
Margery Wilson in "Flames ...

Ridgewood Secti...

ADVANCE PRESS STORIES

To Be Sent Out Prior to and During the Display of "The Man From Funeral Range," Starring Wallace Reid.

A Paramount Picture.

WALLACE REID'S NEW PHOTOPLAY WARMLY PRAISED

Experts Bespeak Success for Picture, "The Man From Funeral Range."

IF opinions of experts are worth anything, then "The Man From Funeral Range," Wallace Reid's latest Paramount starring vehicle which will be displayed at the—— theatre next——, is certain to become one of his most popular pictures. Mr. Reid says he is delighted with the photoplay and that it gives him a characterization of which any screen player may well feel proud.

The story is a picturization by Monte Katterjohn of Ernest Wilkes' play "Broken Threads" which was produced at the Fulton Theatre, New York, October 30, 1917. Mr. Katterjohn, who is extremely critical of his own work, says he had no idea that the story would be as entertaining as it is, and that, as it stands, "there doesn't seem to be a dull moment anywhere."

Mr. Reid is seen as Harry Webb, a prospector, in this picture. Webb makes powerful enemies because he refuses to sell his mining claims to a couple of crooks. They involve him in serious trouble when he goes to the rescue of Janice, a cabaret singer whom he loves, who has been enticed to a room in a hotel on a forged note. A jealous woman shoots the man who is responsible for this and Webb is convicted of the crime, after Janice whose testimony might have saved him has been abducted and held prisoner on a tramp steamship to prevent her from testifying in court. Webb escapes to the Funeral Range Mountains and later, when the truth is revealed, he is pardoned and finds happiness in Janice's love.

ANN LITTLE IS CHIEF SUPPORT OF WALLACE REID

Leading Woman for Popular Star in "The Man From Funeral Range."

ANN LITTLE, charming heroine of many Paramount films in support of Wallace Reid, is again his leading woman in "The Man From Funeral Range" his latest offering, which will be shown at the ———theatre next———. Besides Miss Little some particularly well known players appear in the cast, including Tully Marshall, Lottie Pickford and George McDaniel, Willis Marks, and Phil Ainsworth.

Miss Little has the role of a cabaret girl with a wonderful voice, rather a new sort of role for her. Lottie Pickford also appears as an entertainer of a different sort. Marshall and McDaniel are villians and a unique character role is that played by Willis Marks. A weak youth is interpreted by Phil Ainsworth.

Mr. Reid has the part of a young prospector, a two-fisted man with splendid principles who is thrown into a sea of troubles which nearly cost him his life. The picture was directed by Walter Edwards.

Good Screen Villain.

GEORGE McDANIEL is a screen villain who has the ability to make himself cordially disliked by every spectator—which is the true test of screen villainy. In "The Man From Funeral Range" which will be shown at the ——— theatre next———, he has a particularly hateful role. Wallace Reid is star.

FATAL SHOOTING PUZZLES POLICE; WEBB ARRESTED

This Is Only One Incident of Reid's Photoplay, "The Man From Funeral Range."

MARK BRENTON, a mining man of somewhat shady reputation was shot and killed at the ——— Hotel yesterday and the affair is veiled in mystery. There were two people present when the shooting occurred. One was Harry Webb, a prospector, who is accused of the crime and the other, Janice Williams, a beautiful cabaret girl. who disappeared before she could be detained and Webb will probably pay the penalty.

You've doubtless read stories like this in the newspapers, time and again. This however, is merely the start of the new Paramount picture, "The Man From Funeral Range," which will be shown at the ——— Theatre next ———. Wallace Reid is the star and Ann Little is his leading woman. Miss Little is the girl—Reid plays Webb. You'll want to know how it comes out, won't you? Then your only chance is to see the picture.

An Able Director.

WALTER EDWARDS who lately directed Constance Talmadge, has transferred his megaphone to the Paramount forces, his first picture being "The Man From Funeral Range," with Wallace Reid as the star, which is on view at the———Theatre this week. Mr. Edwards is one of the most experienced directors in the country; he has a keen appreciation of dramatic values and screen effects and has turned out a perfectly rounded piece of work in this picture.

FANCY ANN LITTLE AS CABARET GIRL!

Has Fine Role in "The Man From Funeral Range."

CAN you imagine Ann Little as a cabaret girl in a dance hall frequented by miners and the flotsam and jetsam of the romantic west? That is what she is in "The Man From Funeral Range," in which she is leading woman for Wallace Reid and which will be displayed at the ———theatre next ———.

Miss Little's characterization is a novel one. She has been heroine, cowgirl, Indian maiden, Fifth avenue type—but it is long since she has done anything of the kind, if ever. But Miss Little is versatile and she rather welcomed the change. As Janice, the cabaret girl who wins the love of "The Man From Funeral Range," she is said to give a splendid portrayal.

Lottie Pickford has a similar role and Mr. Reid is, of course, cast for a role which he plays with his accustomed sang froid. He is a prospector thrown into the vortex of a tragedy which however ends happily after a long series of exciting experiences. Beautiful backgrounds are a feature of the photoplay which was directed by Walter Edwards.

Effective Photography.

JAMES C. Van TREES, one of the best known screen cameramen, did the photography in "The Man From Funeral Range" which is being shown at the ———theatre this week. Mr. Van Trees is an expert at composition and photographic detail, lightning and the like, and his camera work is unusually effective in consequence.

CROOKED LAWYER ABDUCTS WOMAN

Interesting Feature of Film "The Man From Funeral Range"

ONE of those dastardly attempts on the part of a crooked lawyer to destroy evidence developed in the case of Harry Webb, convicted of murder, when Janice Williams, a cabaret girl who was engaged to marry Webb was spirited away before the trial and could not give her evidence which would have done much to acquit the accused man. Later she returned, but Webb had escaped his captors and was in hiding in the Funeral Range where he formerly prospected.

Wouldn't this appeal to you if you read it in a newspaper, as a piece of ordinary—or rather, extraordinary—news? It so happens that it is merely a part of the plot of the new Wallace Reid Paramount picture, "The Man From Funeral Range" which will be presented at the ———theatre next ———. The rest of the story you must see for yourself. Ann Little is the girl and the story is a powerfully dramatic conception.

Excellent Scenarist

MONTE M. KATTERJOHN, famous for many fine photoplays, is the scenariast of "The Man From Funeral Range" with Wallace Reid as star which is being shown at the —— theatre this week. This is one of his first pictures since joining the Famous Players-Lasky organization. He is a skilled workman with an instinct for the drama of the screen that results in admirable work.

ANN LITTLE HAS ELUSIVE BEAUTY

Wallace Reid's Leading Woman Has Hosts of Friends.

ANN LITTLE, seen in so many of the Wallace Reid pictures is one of those charming young women whose personality has made hosts of friends for her wherever she is seen, on the screen or off. She possesses elusive beauty that holds you even while you fail to define it, and she has also, the benefit of long experience as experience goes in the film business. She is athletic, rides wonderfully, and is supplied with a high degree of intelligence that enables her to interpret a role with thought and a full conception of its demands.

Ann Little has been seen in many Paramount pictures including all of the latest Wallace Reid plays in which she enacted the leading feminine roles. "The Man From Funeral Range" will be shown at the———theatre on ——— next.

Based on Play.

ERNEST WILKES wrote "Broken Threads" as a stage production and it was well received in New York in October, 1917. As a screen vehicle for Wallace Reid, under the title "The Man From Funeral Range," it is acclaimed by the patrons of the ———theatre this week as one of the most virile pictures that has been produced here in many months. It has all the skillful technique of an expert playwright coupled with the excellent continuity of a real artist in photoplay writing—Monte M. Katterjohn.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE MAN FROM FUNERAL RANGE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
1 Star Stock, 24 sheet
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Man From Funeral Range"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

We are pleased to announce that Wallace Reid, one of the most popular screen stars in the country, will appear in this latest Paramount photoplay "The Man From Funeral Range," at our theatre next.....

This is an exceptional photoplay, a picturization of Ernest Wilkes play, "Broken Threads" directed by Walter Edwards, which is a guarantee of its excellence as a picture.

The story deals with the adventures of a young prospector in the west who is convicted of a crime of which he is innocent and which involves him in serious trouble. The love element is strong and the situations are unusually thrilling.

We assure you that this picture is one of superior merit and that all of ours patrons will find it delightful. We will be pleased to show you every courtesy should you find it convenient to attend its display at our theatre.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Man From Funeral Range"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It may please you to learn that "The Man From Funeral Range" the new Paramount picture starring Wallace Reid, will be shown at our theatre next..... This is an admirable photoplay, and in every respect it is one of the most notable pictures of the season.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

There are few screen stars who enjoy the popularity of Wallace Reid, whose latest Paramount photoplay, "The Man From Funeral Range" in which he is supported by dainty Ann Little, will be displayed at our theatre on.....next.

This is a photoplay of the highest merit and will please all our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The Man From Funeral Range" starring Wallace Reid, will be presented at our theatre to-day(.....). The story of this picture is dramatic, and every scene is filled with thrills. We will be pleased to welcome you during its display at our playhouse.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
"THE MAN FROM FUNERAL RANGE"

Always obtainable at your Exchange



One Sheet



One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 18

Battling Jane

Scheduled Release Date: **6 Oct 1918**



Dorothy Gish

in

"Battling Jane"

A Paramount Picture

How to Advertise this Picture





PRODUCTION CUTS AND MATS

DOROTHY GISH in "BATTLING JANE"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
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NEW YORK

NOTES ON DOROTHY GISH'S FIRST PARAMOUNT PICTURE "BATTLING JANE"

DOROTHY GISH, THE STAR

DOROTHY GISH, who makes her bow as a Paramount star in "Battling Jane," is one of the most talked of picture personalities in the United States. Her work as "The Little Disturber" in "Hearts of the World," a Griffith masterpiece which already has been displayed more than three hundred times in New York with enormous success, achieved for her enduring fame, while her artistry displayed in "The Hun Within," a Paramount-Artcraft Special picture recently released, served to increase her popularity. Miss Gish is only twenty years old, but she is a veteran motion picture actress, she having been acting before the screen for seven years. She is one of Mr. Griffith's most talented players, but in her new Paramount series she will appear under other direction. In this series the personality of Miss Gish will be emphasized in all pictures, an entirely new form of comedy-drama being employed for the purpose. Miss Gish has proved herself a screen actress of unusual talents and that she possesses that magnetism which endears her to even the most blase motion picture fan, is readily conceded. Dainty, graceful, talented and an indefatigable worker, Miss Gish has a future filled with stellar promises of brilliance and magnitude and an artistic success that genius in any field of human endeavor invariably beckons to its call.

THE SCENARIST

THE author of "Battling Jane" is Arnold Bernot, who also wrote the scenario. Mr. Bernot is a scenarist of reputation and there is little doubt that the skill he has displayed in his latest creation will advance him far in his profession.

THE DIRECTOR

BACKED by wide professional experience as an actor, Elmer Clifton is a director of the highest merit as is evidenced by his splendid direction of "Battling Jane." Mr. Clifton was identified with David Belasco and Richard Bennett and he appeared in many of Mr. Griffith's notable productions. His work in "Battling Jane" stamps him as an expert in the directorial field.

A NOVEL STORY

WHILE a Thrift Stamp drive is on in a village in Maine, Jane, a sort of Beloved Vagabond girl, rides out of nowhere into the place. The bicycle she is astride of is erratic and when a tire is punctured, Jane acts as her own mechanician and repairs it while a large and enthusiastic crowd watches. Jane's attention is attracted to Dr. Sheldon who is quarrelling with his wife and when he leaves her vowing never to return, Mrs. Sheldon faints and is cared for by Jane. Mrs. Sheldon is assisted to her home by Jane and the latter finds Mrs. Sheldon's infant child. The unhappy mother entrusts the child to Jane's care and dies.

Jane goes to work in the town's only hotel as star waitress and the appearance of a theatrical company brings into her life the first kind words any man ever had spoken to her. She finds Wilbur a man to her own liking. A baby show is one of the features of the Thrift Stamp drive and Jane enters her little ward in the competition with the result that the infant wins the first prize of $500. Jane is serving potatoes when this news reaches her and great excitement ensues. Dr. Sheldon hears of his child's good luck and he returns to the town to claim the prize money. Jane refuses to turn it over to him and drives him away at the point of a revolver. The man goes to get a Sheriff and Jane seeks refuge with the child in a shack. The babe becomes violently ill and revolver in hand, she forces Sheldon to minister to its wants. Sheldon again seeks to rob Jane and their struggle is interrupted by detectives who arrest Sheldon. Jane then invests the prize money in Thrift Stamps, thereby bringing the village "over the top." Incidentally, the investment brings golden returns to Jane in the way of love and happiness.

EXCELLENT SUPPORT

AN excellent company of screen players has been provided for Miss Gish's support. Raymond Cannon, a screen actor of prominence, plays opposite to the star. George Nicholls is the villain and Bertram Grasby has a fine role. Katherine MacDonald, well known in the Fairbanks and Hart pictures, has a splendid part. Others in the cast include May Hall, Ernest Marion, Adolphe Lestina and Kate Toncray.

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SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Dorothy Gish or on "Battling Jane," A Paramount Picture

You Haben't Been Gished Unless You Have Seen Dorothy Gish, the Famous Motion Picture Star in Paramount Pictures

Has Excellent Role in "Battling Jane" Her First Paramount Picture and She Says She Likes it Because it is so Quaint, Yet Thoroughly Natural—Will be Seen Here Soon

HAVE you been Gished? You haven't unless you have seen Dorothy Gish, the delightful Paramount star in her latest photoplays. You will have the chance when "Battling Jane," her first Paramount starring vehicle is shown at the ..... Theatre next week and if you fail to see "The Little Disturber" of "Hearts of the World" fame, you cannot say you are in the swim.

Here is what a reviewer said about Dorothy Gish in "Battling Jane" the other day:

"The press agents said Dorothy Gish was going to be a wonder in comedy-drama. We nodded, wondered what brand they used, and waited. But now, as blase and case hardened as we are, our hat is off to the newest, most pleasing and digestible form of screen comedy that has been presented in this city in many moons.

"When the announcement came that Miss Gish was to go 'on her own', in the pictures, we concluded it would be something of the usual practice. We would see 'star' pictures, in which the star would look pretty and crowd everyone else off the screen. Not so. There was an excellent supporting cast, and there was not one instance of that 'crowding.'

"But Miss Gish doesn't need to resort to trickery to make herself popular with the film fans. She works and works hard all through the picture. With nearly every brand of emotion to register, she gives an exhibition that is at once sympathetic, appealing and tremendously funny. Her bicycle work and the way she handles a baby may not mark her as either a racer or a professional nurse, but they do make the man in the twelfth row back forget he had a bad supper.

"With an appealing story, full of good situations and lots of the dramatic tensity we have come to demand, the film would stand well even without the delicious personality of this new queen of the celluloid. With her, it is irresistable. If you want to be 'Gished,' see 'Battling Jane.'"

"I like my part in 'Battling Jane,'" declared Dorothy Gish, in discussing her first offering, under Paramount auspices. "Why? Because it is so quaint, yet so thoroughly natural. There are hundreds of Janes in the world—no doubt—just like the little vagabond heroine in this story. But you don't always hear about them. She is essentially human, confident, brave and unselfish. If I have, as I hope, made her a living personality on the screen, I shall consider that I have done good work, because sometimes a simple character like this is hardest to portray realistically. It is so different from the previous parts I have done, such as, for instance, 'the little disturber' in Mr. Griffith's wonderful picture, 'Hearts of the World.' But it seemed to be very natural for me, and therefore, I believe I have succeeded.



DOROTHY GISH

"Another reason why I like the part and the picture as well, is that it has such a decidedly patriotic tone. It is all about a Thrift Stamp drive in a small town in Maine, and of course everyone will appreciate this part of it, just as I do.

"The company is a wonderfully good one, and Elmer Clifton, with his wide experience and splendid knowledge of technique has, I feel certain, done wonders with the direction. All in all, I'm mightily pleased with my vehicle for my debut with Paramount."

There is every reason to suppose that Miss Gish has, if anything, far underrated her work. It is declared that she is perfectly delightful in her part in "Battling Jane" which is easy to believe when her previous work is recalled.

Miss Gish is only twenty years old, but she is nevertheless a veteran screen player, she having been in motion pictures for seven years or more. She won her spurs under the able direction of David Wark Griffith with whom she went to France and England, where the scenes of "Hearts of the World," in which she plays the part of "The Little Disturber," were photographed. Her portrayal of this role was hailed by critics as one of the most artistic in cinema history. She is a charming actress, with a personality and magnetism possessed by few motion picture stars. That "Battling Jane" will largely enhance her prestige is unquestioned.

Cast and Story of "Battling Jane"

For Use of Exhibitors in Their House Organs or for General Publicity

A Paramount Picture

Dainty Dorothy Gish of "The Hun Within" Fame Has Ideal Role in Her New Photoplay, "Battling Jane"

The Personality of "The Little Disturber" is Again in Evidence in This Charming Patriotic Paramount Production the Main Incidents of Which Cluster About a Thrift Stamp Drive

THERE is a Thrift Stamp drive on at Hillsdale, Maine, and the patriotic residents of that village are more than anxious to put the town "over the top." The excitement is at fever heat during the day when Jane, a wanderer, astride of a bicycle, rides wonderingly into the town. A tire is punctured and, being her own mechanician, she repairs the damage to her wheel while a crowd of loungers watch her.

At this juncture, Dr. Sheldon and his wife appear on the scene. They quarrel with the result that Sheldon packs up his belongings and suitcase in hand, leaves her. Mrs. Sheldon is about to faint when Jane assists her into the house. Jane discovers a small baby, the infant child of the Sheldons' and she is caring for it when the grief stricken mother, after leaving her child in Jane's care, dies.

To meet this new responsibility, Jane is obliged to go to work and she obtains a position as waitress in the only hotel in the town. Her soul, romantic and yearning, is roused to action when a theatrical troupe arrives in town and is quartered at the hotel. Jane meets Wilbur, the first man who ever smiled upon her and whom she finds most pleasing.

"BATTLING JANE"

The Cast

Jane	Dorothy Gish
Dr. Sheldon	George Nicholls
Mrs. Sheldon	May Hall
Pollett's Daughter	Katherine MacDonald
Baby Sheldon	Ernest Marion
The Crook	Bertram Grasby
Mrs. Pollett	Adolphe Lestina
Chairwoman	Kate Toncray

A baby show is a feature of the Thrift Stamp drive and Jane enters her tiny ward as a contender for the first prize. The babe attracts much attention and that night, while she is serving potatoes at table, she receives information that the child has won the first prize of $500. She is overjoyed at her good fortune and receives the congratulations of her friends.

Meanwhile, Dr. Sheldon finds a newspaper announcing that his infant has won the first prize and he returns to Hillsdale to get the money. He demands that Jane turn the money over to him, but she declines to do this. He thereupon becomes threatening and Jane drives him away at the point of a revolver. Dr. Sheldon returns with the Sheriff, and they are nearing the hotel when Jane discovers them. She flees with the babe through a rear entrance and finds shelter in a shack while Sheldon and the Sheriff search for her.

The child becomes ill, and Jane seeks in vain for medical aid. She recalls suddenly that the child's father is a physician and gun in hand, she encounters him and orders him to minister to the infant. He again seeks to wrest the money from her and a fierce struggle ensues. An alarm is sounded and Sheldon is arrested by detectives.

Jane resolves to invest the $500 in Thrift Stamps for the benefit of her tiny ward. The residents of Hillsdale are suffering an attack of the blues, for a big investment is needed to put the town "over the top," and it is not in evidence until Jane appears and purchases $500 worth of stamps. This puts Hillsdale "over the top" and there is general jubilation in which Jane and her ward are the central figures.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of "Battling Jane," A Paramount Picture

Dorothy Gish Probes Delightful in Her First Paramount Starring Vehicle "Battling Jane" a Patriotic Photoplay

Personality of Dainty Star Admirably Brought out in Role of Nomad in Small Town Who Does Her Bit for Her Country Ungrudgingly—Picture One of the Best Seen Here in Months

DAINTY Dorothy Gish, the charming Paramount star who achieved world wide fame by her portrayal of "The Little Disturber" in David W. Griffith's masterpiece "Hearts of the World," and who more recently was seen in the Paramount-Artcraft special picture "The Hun Within," scored a great personal triumph by her impersonation of an arduous role in "Battling Jane," her first Paramount starring vehicle which was presented at the ..... Theatre yesterday. The photoplay instantly was acclaimed as one of the finest seen in this city in many months and it reflects great credit upon the producers, star and players and all who had any part in its production.

The story of "Battling Jane," written by Arnold Bernot, is as pleasing as it is timely. While a Thrift Stamp drive is on in a village in Maine, Jane, a sort of Beloved Vagabond girl, rides out of nowhere into the place. The bicycle she is astride of is erratic and when a tire is punctured, Jane acts as her own mechanician and repairs it while a large and enthusiastic crowd watches. Jane's attention is attracted to Dr. Sheldon who is quarrelling with his wife and when he leaves her never to return, Mrs. Sheldon faints and is cared for by Jane.

Mrs. Sheldon is assisted to her home by Jane and the latter finds Mrs. Sheldon's infant child. The unhappy mother entrusts the child to Jane's care and dies. Jane goes to work in the town's only hotel as star waitress and the appearance of a theatrical company brings into her life the first kind words any man ever had spoken to her. She finds Wilbur a man to her own liking.

A baby show is one of the features of the Thrift Stamp drive and Jane enters her tiny ward in the competition with the result that the babe wins the first prize of $500. Jane is serving potatoes when this news reaches her and great excitement ensues.

Dr. Sheldon hears of his child's good luck and he returns to the town to claim the prize money. Jane refuses to turn it over to him and drives him away at the point of a revolver. The man goes to get a Sheriff and Jane seeks refuge with the child in a shack. The babe becomes violently ill and revolver in hand, she forces Sheldon to minister to its wants. Sheldon again seeks to rob Jane and their struggle is interrupted by detectives who arrest Sheldon. Jane then invests the prize money in Thrift Stamps, thereby bringing the village "over the top." Incidentally, the investment brings golden returns to Jane in the way of love and happiness.

Without question this is the most charming photoplay that has been seen here in a long, long time. The personality of Dorothy Gish is irresistible and the story is one that lends itself to her character of acting most admirably. Likewise there is an exceptional cast with lovely Katherine MacDonald, Raymond Cannon, Geo. Nicholls, Bertram Grasby, Kate Toncray and others, well known to screen patrons. Elmer Clifton directed the production which is in every respect excellent.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailled examination of the marks on the hull shows they were not made by the vessel striking a submarine.



The Kid who helped "Stick-up" the Doctor

You see, they had a Thrift Stamp Drive, and to boost the Drive they had a Baby Show, and Battling Jane's adopted kid won the $500 prize and then the real father turns up and tries to prevent the kid soaking the whole sum in Thrift Stamps. Lord, it's funny!

THE NEW ART FILM COMPANY
presents

DOROTHY GISH
IN
"BATTLING JANE"

A Paramount Picture

By Arnold Bernot. Directed by Elmer Clifton

"The Home of Paramount and Artcraft Pictures"

PARAMOUNT THEATRE

Broadway and Fifth Avenue *Continuous 11 to 11*



DOROTHY GISH

FIVE hundred right at one swoop in a small town, and before you know it the kid bought Thrift Stamps with the whole roll and showed she was American! *Some* picture!

THE NEW ART FILM COMPANY
Presents

DOROTHY GISH
IN
"BATTLING JANE"

A Paramount Picture

By Arnold Bernot
Directed by Elmer Clifton

"Better Pictures"

PARAMOUNT THEATRE

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

S E A EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

G E Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T BROADWAY AND
THEATRE 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 16 Cathedral Parkway.
2. to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME".
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
nasks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY ? COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
DMAS. "Betty Takes a Hand"



The Baby That Made Five Hundred "Bucks" In Five Seconds—

And the kid was newly adopted, at that! But as soon as she was worth five hundred in real money, a Pop turned up, oh! so quick! Gee! men are all alike!

THE NEW ART FILM COMPANY
presents

DOROTHY GISH
IN
"BATTLING JANE"

A Paramount Picture

By Arnold Bernot. Directed by Elmer Clifton

"Foremost stars, superly directed in clean motion pictures"

PARAMOUNT THEATRE

Broadway at Fifth Avenue —— *Continuous 11 to 11*

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

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FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133d Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTER

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM.
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hunde
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

UP AND DOWN BROADWAY

In and Out *of the* Film Studios

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of "Battling Jane," A Paramount Picture

DOROTHY GISH IS A VICTIM OF STAGE FRIGHT

Star of "Battling Jane" Says it is Hard for her to Address Audience

DOROTHY GISH, whose recent tour of the country in behalf of the Thrift Stamp campaign brought many thousands of dollars to the pledge funds in every city she visited, is a victim of stage fright, so she says. Although she was on the stage from the time she was four years old until she was nearly fourteen, she declares that it is the most difficult thing in the world for her to address an audience.

Her appearance in New York, Chicago and Boston during the past few months brought thousands to the theatres at which she appeared and in each instance she had to fight her nerves to make her appearance. Miss Dorothy is five feet tall, and is just five feet of mischief and individuality. They did not always call her "The Little Disturber" around the studio. It used to be a little something else, especially when a director or cameraman was looking for his hat or having other trouble which would eventually be traced to the fact that Miss Gish was in the studio.

David Wark Griffith, under whose direction she created the most famous girl character in pictures, says Miss Dorothy is the most irrepressible personality he ever met. When it was announced that she was to appear in her own productions he expressed himself as believing her to be on the highest of the high roads to success.

"Battling Jane," Miss Gish's first Paramount picture, will be shown at ..... Theatre beginning next ..... It is in every way a charming production.

EVERYBODY IS TALKING ABOUT DOROTHY GISH

Dainty Actress Who Will be Seen Here in "Battling Jane" is Most Popular

DOROTHY GISH, whose first Paramount starring vehicle, "Battling Jane," will be shown at the ..... Theatre next ....., is the most talked of picture personality in the United States today. Her work as "The Little Disturber" in "Hearts of the World" has drawn for her hundreds of columns of notices, not one of which was unfavorable, and has made it impossible for her to handle her mail without the aid of a secretary.

But twenty-one years of age, Miss Dorothy has been in motion pictures for seven years, beginning with the old Biograph in the days when David W. Griffith was the director-in-chief. She has never left Mr. Griffith up until the present picture, except for two or three small productions under his supervisorial direction before he began the work of bigger features.

"The Hun Within," an admirable Paramount picture made just at the close of "Hearts of the World" stars Miss Gish. It was directed by Chester Withey. In her present series Miss Gish has bid her old director goodbye and is working under the guidance of Elmer Clifton, whose work with other stars has brought him much favorable mention from the critics.

The personality of "The Little Disturber" is to be brought into this series, which is an entirely new form of comedy-drama. Miss Gish will not enter into the usual comedy field. She insists on a story as well as her personality, and does not believe that any star should allow herself to be shown with a story that is not worth her best effort. She is splendidly supported.

QUAINT NOMAD IS DOROTHY GISH IN "BATTLING JANE"

Incidents of an Unusual Story Vest Her role With Deep Interest

HOW one quaint little nomad, a girl with a bicycle, drifts into a Maine town during a Thrift Stamp drive and not only helps to put the village over the top but also rights several wrongs and stumbles into a romance of her own, is most delightfully shown in "Battling Jane," the first Paramount picture starring Dorothy Gish, which will be exhibited at the ..... Theatre next .....

Dorothy Gish is a marvel of cleverness and in this role she is fully as charming as in any of her previous parts. The story is one that lends itself to the talents of the star and her cast and in addition it has a bouyant, patriotic and uplifting theme, well developed by director Elmer Clifton and leaving nothing to be desired either in point of acting, or investiture. The support is unusually capable.

Notable Director

ELMER CLIFTON, director of "Battling Jane," the new Paramount picture starring Dorothy Gish, which will be shown at the ..... Theatre next ....., has had an enviable career on the speaking stage with Belasco, Richard Bennett and others. He has played many important screen roles also with D. W. Griffith, Universal, and other companies. He was Stoneman in "The Birth of a Nation" among others. His direction of "Battling Jane" stamps him as an expert at that end of the business as well.

"BATTLING JANE" IS SPLENDID PICTURE

Dorothy Gish's First Paramount Photoplay is Strong

DOROTHY GISH'S first Paramount starring vehicle, "Battling Jane," which will be shown at the ..... Theatre next ....., is said to be one of the finest photoplays issued anywhere in many months. That it affords Miss Gish a role of wondrous appeal is conceded by all who have seen the production.

Miss Gish appears as Jane, a nomad who rides into a town in Maine out of nowhere on a bicycle while a Thrift Stamp drive is under way and who meets with most unusual adventures. She befriends a woman whose husband has deserted her and when the woman dies, she takes charge of the latter's child which is found by Jane in the deserted home. This babe wins first prize at a baby show and when the inhuman father returns to claim the money, Jane gives him a real battle and wins out in the end.

Miss Gish is finely supported by a picked company, including George Nicholls, May Hall, Katherine MacDonald, Ernest Marion, Bertram Grasby, Raymond Cannon, Adolphe Lestine and Kate Toncray. Elmer Clifton was the director.

Noted Screen Actress

BEAUTIFUL Katherine MacDonald, who appears in the cast of Dorothy Gish's first Paramount picture, "Battling Jane" has been seen to advantage in numerous pictures of late, including those of Wm. S. Hart and Douglas Fairbanks. The new picture is being shown at the ..... Theatre this week, and it has proved itself to be delightful, patriotic in tone, and full of an indelible charm imparted particularly by Miss Gish's quaint personality.

BABY SHOW IN GISH PICTURE

Interesting Features Shown in "Battling Jane"

A FEATURE of Dorothy Gish's first starring vehicle from Paramount that will be particularly pleasing to women is the baby show which is a feature of the story. "Battling Jane" is the title of the production and it will be seen at ..... Theatre on ..... There is a big Thrift Stamp drive in the course of the photoplay that will arouse enthusiasm and prove a valuable bit of propaganda for the Government.

Indeed, the picture has many points in its favor, not the least of which is the presence as star of Dorothy Gish, one of Filmdom's most engaging comediennes, with a whimsical charm that is all her own, a personality so distinct as to be memorable long after many other things are forgotten.

A Charming Picture

HOW Hillsdale went over the top in its Thrift Stamp drive is told charmingly in "Battling Jane," the new Paramount picture at the ..... Theatre this week, starring versatile and whimsical Dorothy Gish. The picture is one of the best that has come to this city, for it is different, splendidly acted, full of beauty and withal has a quaint air that renders it entirely novel in quality. Elmer Clifton directed the production—the first in which the charming actress has been starred by Paramount.

TALENTED PLAYER IS DOROTHY GISH

Young Star Has Splendid Role in "Battling Jane"

NOVELTY in characterization is the esential quality in the acting of a role that is anything other than a "straight" part. And Dorothy Gish is without doubt one of the most talented of the younger stars of the screen in this respect. Her first Paramount starring vehicle, "Battling Jane," gives her every opportunity.

This picture is said to be the most delightful offering of its kind that has been produced to date and it will be seen at ..... Theatre next ..... Many prominent film actors appear in the cast, including Geo. Nicholls, Katherine MacDonald, Bertram Grasby, Raymond Cannon and others. The picture was directed by Elmer Clifton and the story was written by Arnold Bernot.

Patriotic Photoplay

ONE might go a long way and find nothing as good as "Battling Jane" which is being shown at the ..... Theatre this week. This is Dorothy Gish's first Paramount picture and as such demands attention and consideration from all film patrons. Also, it is patriotic in theme and whimsically humorous in character—just the sort of picture you will welcome in these days. It has the spirit of Americanism, the charm of an unusual story and the wonderful acting of the star and company to recommend it. With these points in its favor it is in every way a charming photoplay. Elmer Clifton directed the production.

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"BATTLING JANE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Cuts of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Battling Jane"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:—

Dorothy Gish, the famous Griffith star, and one of the most popular of screen artistes, who recently has joined the Paramount forces, will make her first appearance in "Battling Jane," a Paramount picture of supreme excellence, at our theatre next .....

This is a beautiful photoplay, the story dealing with a Beloved Vagabond kind of girl in a Maine town who does her bit for her country in a highly original manner. The role of Jane affords Miss Gish abundant opportunities for the display of her rich and varied talents and it is certain that her admirers will turn out in force to welcome her in her new environment.

This picture has been admirably produced under the direction of Elmer Clifton and many screen players of prominence appear in Miss Gish's support. We cannot recommend this picture too highly to our patrons and we will be delighted to have you attend its representation at our theatre at any time during the coming week.

Sincerely yours

.....

Manager

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Battling Jane"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg leave to inform you that Dorothy Gish, one of the most popular screen players in the world, will make her debut as a Paramount star in "Battling Jane" at our theatre next ..... This is an intensely interesting photoplay and, we believe, will be hailed with delight by our patrons.

Sincerely yours,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that Dorothy Gish, a charming motion picture actress, famous in David W. Griffith's pictures, will make her debut as a Paramount star at our theatre next ..... in "Battling Jane," the first of a series in which she is to appear under Paramount auspices. You should by all means see this superb photoplay.

Sincerely yours,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

The first starring vehicle for Dorothy Gish, the celebrated motion picture star, "Battling Jane" which introduces her as a Paramount star, will be shown at our theatre today. This is a superb production having a patriotic theme and in which the splendid young star is finely supported by a cast of picked players. You will do well to come early.

Sincerely yours,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE

FOR

DOROTHY GISH in "BATTLING JANE"

Always obtainable at your Exchange



Three Sheet

LIDE





Three Sheet



One Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHANNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 19

When Do We Eat?

Scheduled Release Date: **13 Oct 1918**



How To Advertise

ENID BENNETT

in

"When Do We Eat?"

Supervised by Thos. H. Ince

A Paramount Picture

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

PRODUCTION CUTS AND MATS

ENID BENNETT in "WHEN DO WE EAT?"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

NOTES ON ENID BENNETT AND HER NEW PICTURE "WHEN DO WE EAT?"

THE STAR

ONE of the most charming screen stars under the Thomas H. Ince-Paramount banner is Enid Bennett, an Australian girl, young, beautiful and talented. Miss Bennett has won a large and faithful following of motion picture admirers by her artistic work in such photoplays as "The Biggest Show on Earth," "A Desert Wooing," "The Vamp," "The Marriage Ring" and other film success. Miss Bennett is a conscientious screen player and her artistry is conspicuously in evidence in every portrayal she attempts. In "When Do We Eat?" she is seen as a young actress who is a member of an "Uncle Tom's Cabin" company which falls into the hands of the Sheriff and which event is the beginning of a series of adventures calculated to prove highly diverting to all who see the photoplay. That her characterization in this sterling picture will serve to endear her the more with her public, may be regarded as a certainty.

THE AUTHOR

C. GARDNER SULLIVAN, not only wrote the story of "When Do We Eat?" but he adapted it for the screen as well. Mr. Sullivan is one of the best known of American scenarists, and he is wonderfully prolific. His work is marked by originality, skill and artistry and all of his photoplays have been big successes. He wrote "The Vamp" for Miss Bennett, and his good work displayed in that production has been more than duplicated in his latest effort for the screen.

THE DIRECTOR

FRED NIBLO, a director of more than average ability, directed Miss Bennett (who, by the way, is Mrs. Fred Niblo), in "When Do We Eat?" That he has done excellently is generally conceded. Mr. Niblo directed his wife in "The Marriage Ring" and proved himself a master in his field.

THE STORY

NORA, a friendless waif, joins an Uncle Tom's Cabin company and as business en tour is bad and growing worse, the Sheriff one day attaches the scenery, bloodhounds and Little Eva's death bed. Nora, who as Little Eva is being hoisted into heaven when the attachment is levied, is dropped with great suddenness and when she learns the cause, she slaps the Sheriff then makes a dash for liberty and hides in a freight car. The train pulls out of the station and when a tramp invades her hiding place, she drops off the train at Wattelville, and is arrested by the Town Marshall as a suspicious person. She is rescued from jail by Ma Forbes, who installs her at her farm as assistant. Her son James, who is cashier in the village bank, falls in love with her. There are two boarders at the Forbes farm, Mr. Hennessy and Mr. McCool, two crooks known to the police respectively as "Soup" and "Pug." They design to rob the bank where Forbes is employed and to use him as an instrument in the accomplishment of their purpose. To obtain his aid, they rob him of $300 of the bank's money in a poker game. When all is in readiness for the descent upon the bank, "the man higher up" in Chicago sends word that Velvet Mary, the best safe opener in the business, is on her way to Wattelville, and they are convinced Nora is their chosen accomplice. Nora, who has received James' confession of guilt, sees an opportunity of frustrating the two crooks and obtaining the return of the money stolen from James at cards. She goes to the bank in the role of Velvet Mary, opens the safe and when the crooks fill their bags, sounds an alarm. Hennessy and McCool are forced to disgorge and while they are being hauled to jail, James realizes that Nora is indeed worthy of his love. Their wedding is arranged and all ends happily.

THE SUPPORT

THE support provided for Miss Bennett in this picture is excellent. Her leading man is Al Ray, a cousin of Charles Ray and a screen player of note. Robert McKim plays the heavy role, Jack Nelson has a crook part while Frank Hayes is suitably cast. Gertrude Claire also has a splendid role, that of a delightful old woman.

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SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Special Stories on Enid Bennett or "When Do We Eat?"
A Paramount Picture

Enid Bennett Is Little Eva in an Uncle Tom's Cabin Troupe in Her New Paramount Photoplay "When Do We Eat"

Famous Thomas H. Ince-Paramount Star, Being an Australian, Says She Dreaded Playing the Role of an American Girl, But that She Has Overcome Every Obstacle to Date.

WITHOUT any attempt at burlesque, the characteristics of certain portions of the mid-west have been depicted, it is said, with real fidelity in "When Do We Eat?" a new Paramount picture starring Enid Bennett, the Thomas H. Ince star.

Miss Bennett starts in the story as Little Eva, with a traveling Uncle Tom company. But she doesn't long remain in that capacity, for the show goes broke and she is forced to flee after slapping the bumptuous country sheriff in the face.

A box car conveys her out of town till a tramp invades her "carriage" and she leaves it at a small village. There she is taken in by a kindly woman whose son is an exemplary young man employed in the local bank. He falls in love with Nora but considers himself above her and hesitates to acknowledge his feelings even to himself.

Two crooks plan to rob the bank. They draw the young employe into a poker game and he loses three hundred dollars of the bank money. He confesses to Nora. The crooks receive word that a girl crook has been sent on from the East and mistake Nora for the expected ally. She sees a way to help her sweetheart and falls in with their plans. At the moment when the loot is in the hands of the malefactors, she gives the alarm, they are arrested and the defalcation is never divulged. Then the embryo banker decides that Nora is all to the good and they are married.



ENID BENNETT

Fred Niblo directed the picture which was written by C. Gardner Sullivan. He was assisted in the direction by Doran Cox while Robert Newhard did the camera work.

Miss Bennett has another opportunity for the display of her genius in the depiction of a forlorn little waif, and her sympathetic portrayal is said to be most artistic. Al Ray is leading man and there is a good supporting company. The picture is to be shown at the ..... Theatre next .....

"I used to be worried occasionally when I was handed the role of an American girl to do," said Enid Bennett recently, discussing "When Do We Eat?" "However, I found that after all there seemed to be no difficulty. I had feared that my Australian birth and rearing might betray themselves, but I have been told that no one would ever suspect that I was not born and reared in this country, from seeing my pictures. So I am happy.

"The role I play in this picture was highly amusing to me—particularly the scenes with the Uncle Tom company in the beginning, though it wasn't so funny when the tackle broke at rehearsal and I fell from the clouds, during the apotheosis scene and landed in a big bucket of kalsomine. I felt the pathos of the actual story, however, when I thought how it would feel to be with a stranded troupe in some desolate part of the Middle West. Who knows—if it were not for pictures, and my success—I might myself be in some such fix. One never knows.

"This story I liked also because it is calculated to amuse and that is what the public wants today — amusement—something to distract the mind from the great struggle that is going on in Europe. Not that I think anyone should forget—but a temporary relief cannot fail to have a salutary effect. I have tried my best to give, in this story, my best conception of what a girl cast amid strangers in straitened circumstances, would do. I have tried to put into the characterization something of the feelings of desolation, helplessness under such conditions, and then to show how pluck and resourcefulness would win out. For I think pluck is the most wonderful characteristic of the American people. I must say a word for the people in the cast, who gave me such splendid support.. Mr. Niblo directed, and while he is my husband, that is no reason why I shouldn't say that I think he is a fine director—do you?"

Cast and Story of "When Do We Eat?"

For Use of Exhibitors in Their House Organs or For General Publicity
A Paramount Picture

Enid Bennet, Beautiful Paramount Star, Has Charming Photoplay in Her Latest Vehicle, "When Do We Eat?"

Action Takes Place in Small Town and Heroine Is a Young Actress Who Has Many Troubles, But Who Ultimately Finds Peace, Contentment, Happiness and Love in a New Environment.

NORA, a little friendless waif, is a member of an Uncle Tom's Cabin Company which is struggling for existence in the one night stands of the middle West. Audiences are so sparse and unenthusiastic that meals and transportation are worse than uncertain. Things reach a climax at Wheatbush, Nebraska, when the sheriff seizes scenery, bloodhounds and deathbed during the performance.

Nora, who is only seventeen and small for her age, is cast for little Eva and is ascending into heaven when the attachment is served. Enraged at being suddenly dropped to earth, she slaps the representative of the law on the face, and then scared at the possible results of her action, makes a dash for liberty, managing to land in an empty freight car that is just pulling out of Wheatbush Junction.

Nora, whose only idea in flight is to avoid capture by the sheriff, travels in a box car for some time. When alarmed at the intrusion of a tramp in her hiding place, she leaves hastily at a wayside stopping place which goes by the name of Wattelville. Here she falls into the hands of the town marshall, who arrests her as a suspicious person, but she has the good fortune to be rescued from the village jail by a kindly old lady, Ma Forbes, who owns a small farm and takes in summer boarders. Ma Forbes takes an affectionate interest in the forlorn girl and instals her at the farm as her assistant and companion.

"WHEN DO WE EAT?"

The Cast

Nora .....Enid Bennett
James Watterson Forbes, Al Ray
Ma Forbes..Gertrude Claire
"Soup" McCool.Jack Nelson
"Pug" Hennessy, Robert McKim
Martin Grubb.Frank Hayes

The most important boarder at the farm is Ma Forbes' only son, James. James is a worthy, unsophisticated small town youth filled with moral principles and a sense of his own importance as cashier of the village bank. He promptly falls in love with Nora, but tries to conceal his feelings under an air of superiority as befits the attitude of a bank cashier to an unknown waif.

There are other boarders in the house, who are in their way equally important. Two of them, Mr. Hennessy and Mr. McCool, are quite well known in several large towns under other names. They are in fact a pair of crooks who have come to Wattelville for the express purpose of holding up the bank. James looks up to them as well informed city men and they look down on him as a country boob, admirably suited for their purpose.

In order to get James in their toils they introduce him to the game of poker. The course of instruction in one evening costs the bank cashier $300 which in a moment of fear, he pays from the bank funds. When everything is in readiness to make the grand coup the crooks receive word from the man higher up in Chicago that he is sending on a girl, Velvet Mary, who is the best safe opener in the profession. Deducing from a number of coincidences, the crooks size Nora up as their chosen accomplice.

Nora, who has received a confession of guilt from James, sees an opportunity of defeating the crooks and restoring the money James has taken from the bank. All works out as she plans; accompanying the crooks to the bank in the role of Velvet Mary, she opens the safe and when the men have their bags filled with plunder, gives the alarm. Mr. Hennessy and Mr. McCool are forced to disgorge their ill-gotten gains, including James' poker losses. James' position with the bank management is stronger than ever, and as he is now quite sure that Nora is worthy of his love, a wedding is arranged to the great satisfaction of Ma Forbes.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of Enid Bennett's New Photoplay "When Do We Eat?"

A Paramount Picture

Enid Bennett Makes Fine Impression in Her New Thomas H. Ince-Paramount Picture, "When Do We Eat?"

Scene of Wholesome, Amusing and Entertaining Story Laid in the Middle West and Theme Deals with the Vicissitudes of a Girl Attached to a Travelling Theatrical Troupe.

THE small town of the Middle West has been the scene of many a film drama, but few thus far have come up to the mark in human interest and character delineation as does "When Do We Eat?" which was displayed at the ..... Theatre yesterday, with Enid Bennett in the star role of Nora, a waif. It is a Thomas H. Ince production and a Paramount release—a wholesome, amusing and entertaining story with a unique plot for while C. Gardner Sullivan is responsible. Fred Niblo was the director and the cast includes beside the star, Al Ray, a cousin of Charles Ray, another Ince star; Gertrude Claire, Jack Nelson, Robert McKim and Frank Hayes.

Few people outside the profession perhaps realize the viccissitudes that fall to the lot of the small repertoire dramatic company which travels through the small towns. Such an organization playing "Uncle Tom" is introduced in this photoplay, with Miss Bennett enacting the lachrymose role of Little Eva. Business en tour is bad and growing worse, and the Sheriff one day attaches the scenery, bloodhounds and Little Eva's death bed. Nora, who as Little Eva is being hoisted into heaven when the attachment is levied, is dropped with great suddenness and when she learns the cause, she slaps the Sheriff, then makes a dash for liberty and hides in a freight car.

The train pulls out of the station and when a tramp invades her hiding place, she drops off the train at Wattelville, and is arrested by the Town Marshall as a suspicious person. She is rescued from jail by Ma Forbes, who installs her at her farm as assistant. Her son James, who is cashier in the village bank falls in love with her.

There are two boarders at the Forbes farm, Mr. Hennessy and Mr. McCool, two crooks known to the police respectively as "Soup" and "Pug." They design to rob the bank where Forbes is employed and to use him as an instrument in the accomplishment of their purpose. To obtain his aid, they rob him of $300 of the bank's money in a poker game.

When all is in readiness for the descent upon the bank, "the man higher up" in Chicago sends word that Velvet Mary, the best safe opener in the business, is on her way to Wattelville, and they are convinced Nora is their chosen accomplice. Nora, who has received James' confession of guilt, sees an opportunity of frustrating the two crooks and obtaining the return of the money stolen from James at cards.

She goes to the bank in the role of Velvet Mary, opens the safe and when the crooks fill their bags, sounds an alarm. Hennessy and McCool are forced to disgorge and while they are being hauled to jail, James realizes that Nora is indeed worthy of his love. Their wedding is arranged and all ends happily.

The acting of Miss Bennett is as usual delightful and the support is excellent. The scenes with the "Tommers" are particularly amusing, with a hint of pathos. The small town types are wonderfully depicted and in its entirety the picture offers a splendid evening's entertainment.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

PARAMOUNT THEATRE

Monument Square — Continuous 11—11



"Never play poker with a cashier- it ain't his money!"

THIS picture is full of Good Advice to Crooks and Cashiers—so if you happen to be a little girl who is engaged to a nice bank cashier, come on down and see it and then you will both know how to do a crook Some Good if he starts any tricks in your town — in fact, everybody who ever has *anything* to do with a cashier ought to see this picture.

THOMAS H. INCE *presents*

ENID BENNETT

IN

"When Do We Eat?"

A Paramount Picture

By C. Gardner Sullivan — *Photographed by Robert Newhard*
Directed by Fred Niblo — *Supervised by Thomas H. Ince*

Added Attraction

"Fatty" Arbuckle in "The Sheriff"

Paramount-Arbuckle Comedy

PARAMOUNT THEATRE

Monument Sq. — Continuous 11—11

They called her Velvet Mary because she was a soft worker!



VELVET MARY is due to pull off a little job at a small-town bank where they are so simple that they think a safe that's locked is a safe safe—but the cashier's sweetheart has been made very bright by Cupid, and the way she cans Velvet Mary's little game will tickle you silly.

THOMAS H. INCE *presents*

ENID BENNETT

IN

"When Do We Eat?"

A Paramount Picture

By C. Gardner Sullivan
Directed by Fred Niblo
Photographed by Robert Newhard
Supervised by Thomas H. Ince

Added Attraction

"Independence, B'Gosh!"

Paramount-Flagg Comedy

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
59th St. to 42d St.

COLISEUM EIGHTH AVE. AT 40TH ST.
...er—The Beast of Berlin"

CASINO EIGHTH AVENUE AT 25TH STREET.
...Secret," with ELLA HALL.
...nts "THE OTHER WOMAN."

METROPOLITAN OPERA HOUSE 8th Ave. & 23d St.
...er—The Beast of Berlin"
...ATHE NEWS COMEDY
VAUDEVILLE

COLONIAL 8TH AVE. AT 42D ST.
...Continuous 1 to 11.
...UM in "ROUGH & READY."
...Eve., 15c, including war tax.

LYRIC Eighth Ave. & 45th St.
...Cont. 12 Noon to 11 P.M.
...BRADY in "THE TRAP."
...THE WOMAN IN THE WEB."

WEST SIDE
...St. to 86th St.

...T. THEATRE BROADWAY AND 77TH STREET
...kawa. "Honor of His House."
...s in "Riders of the Night."

...HEATRE 8TH AVENUE AT 44TH STREET
...RDEN, "The Splendid Sinner"

WEST SIDE
...h St. to 125th St.

... BROADWAY AT 89TH ST.
...SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...IAN 16 Cathedral Parkway.
...2. to 11 P. M.
...IVET, in "Lest We Forget"

...146th St. & 5th Ave.
...SUBMARINE EYE"
...THE WOMAN IN THE WEB."

...REET & MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME".
..."THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...nston Forbes-Robertson
...asks and Faces."

...EST 99th & Columbus Ave.
...Cont. 11.30 to 11 P. M.
...NNETT in "THE KEY TO
...OUSNESS." Toto Comedy.

...onderland THIRD AVENUE AT 162D STREET.
...hillips in "The Risky Road"

...COMEDY 3754 3d Ave.
...LIAFERRO, 'The Three of Us'
...STORY COMEDY

... Westchester Av. & 161st St.
...TANCE TALMADGE
...THE STUDIO GIRL"
...TH CLIFFORD
...E GUILT OF SILENCE"

...EATRE, 4048 Third Av.
...iscale in "Madame Who?"

...RESCENT 168TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S PL. & ALBANY AVE.
...iscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...dford Section

...RIUM 1298 Fulton Street. Continuous 1 to 11 P.M.
...AM FARNUM
IN
...MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

PARAMOUNT THEATRE

Prices 10c and 15c — Continuous 11—11

"Foremost stars, superbly directed in clean motion pictures"



You see, the Sheriff came in and arrested the whole Company while they were playing "Uncle Tom's Cabin" at a little town in the Middle West, and just as little Eva is going up to Heaven on a white sheet, she has to break off and soothe this hayseed official —an actress certainly has to have her nerve with her, doesn't she? Funniest picture in months.

THOMAS H. INCE *presents*

ENID BENNETT

IN

"When Do We Eat?"

A Paramount Picture

By C. Gardner Sullivan — *Directed by Fred Niblo*
Photographed by Robert Newhard — *Supervised by Thomas H. Ince*

Special Attraction

"Fatty" Arbuckle in "The Sheriff"

Paramount-Arbuckle Comedy

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST 8TH & MARKET
Mrs. Vernon Castle, "Hillcrest Mystery"
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Second
FRANK KEENAN in "LOAD
4th Epis. "THE WOMAN IN

ST. MARKS 13TH & 2d
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE TAR
Episode 16 "THE MYSTER

M. & S. Theatre

AMERICAN MOVIES
Francis X. Bushman & B
In "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "Tho

NEW 14th ST. 14TH
"TARZAN OF THE
The Wonder Play of

ODEON. 58-62 Clin
DOROTHY DALTON in "T
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
6th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—Tho Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hunde
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Enid Bennett's Photoplay "When Do We Eat?"

A Paramount Picture

"WHEN DO WE EAT?" IS REMINISCENT OF UNCLE TOM'S CABIN

Enid Bennett Has Charming Role in Her Splendid New Picture

THERE is said to be just enough of "Uncle Tom" in "When Do We Eat?" the new Thomas H. Ince-Paramount picture starring Enid Bennett, which will be shown at the ..... Theatre next ....., to be pleasantly reminiscent. These scenes are simply a prelude to the main story by C. Gardner Sullivan. Miss Bennett is cast for Little Eva in the beginning, but the troupe goes broke in a western village and then she enters into the life of the small and narrow circle, becoming involved in a bank robbery and finally frustrating the crooks' plans. The scenes in the "oprey house" are said to be very funny, with the various types employed and the remarkable "stage effects" used. Fred Niblo directed the picture. A new cameraman who is really an old time Ince worker, Robert Newhard, was at the "crank." In the beginning Enid Bennett was a bit worried at the necessity of portraying a typical American girl.

"You see," she said, commenting on the fact, "I'm an Australian, and I was afraid it would be noticeable. But after studying carefully, I essayed the role in 'Naughty, Naughty' and got on all right, which gave me courage to try this role, and they say it is entirely satisfactory. I am very happy over it."

Miss Bennett has a fine cast all through. Al Ray is her leading man. Robert McKim is the heavy. Jack Nelson, who will be remembered for his fine work in Charles Ray's "His Own Home Town," is seen in a good part; Gus Pixley, the original Weary Willie of vaudeville, is doing a tramp part; Gertrude Claire has a small town role, and so on.

UNCLE TOM SHOW GOES TO THE WALL! "WHEN DO WE EAT?"

This is Merely an Incident in Enid Bennett's Newest Photoplay

ANOTHER theatrical troupe has gone the way of many another itinerant body of Thespians. Once more the sheriff has seized ice, bloodhounds and poor old Uncle Tom. But Little Eva escaped, riding in a box car to Wattelville, where she disappeared. The young girl ran away in fear after slapping the face of the sheriff.

"When do we eat?" asked the stranded actors as soon as they were able to express themselves. In fact, they had apparently eaten but little of late. Several have gone to work on farms and the manager is in jail. It is a sad world for Uncle Tommers these days.

The foregoing is merely the prelude to the new Paramount picture which will be displayed at the ..... Theatre next ....., starring Enid Bennett, the Thomas H. Ince-Paramount star. The picture is called "When Do We Eat" and is said to be the best in which this popular youngster has been seen for many months.

In the supporting cast will be found a number of sterling performers, including Al Ray, cousin of Charles Ray, a prominent Paramount star; Robert McKim, one of the most successful screen villians in motion pictures; Jack Nelson, Gertrude Claire, Frank Hayes, and others. Besides these there is a splendid selection of types of the Middle Western small town variety. The picture was directed by Fred Niblo, husband of the star, while the story, said to be one of exceptional interest, was written by C. Gardner Sullivan.

MISS BENNETT HAS APPEALING ROLE IN "WHEN DO WE EAT?"

Newest Picture Is Likely to Increase Popularity of Dainty Star

WITH the attractive title, "When Do We Eat?" and a role said to be appealing in the last degree, Enid Bennett seems destined to add to her large and ever increasing following with her next Paramount picture.

"When Do We Eat?" which will be shown at the ..... Theatre next ..... is a story of the Middle West and opens with a disastrous experience in the history of a traveling Uncle Tom show. The company strands and Little Eva, otherwise Enid Bennett, is left high and dry. She slaps the face of the officious sheriff and in terror flees via a box car, only leaving when a tramp prepares to share her escape. She lands in a small town, falls into a romance, a near tragedy and wins out by her intelligence and resourcefulness.

C. Gardner Sullivan wrote the story and Fred Niblo directed the picture. Mr. Sullivan is of the opinion that it is one of his best stories, possessing comedy value as well as dramatic strength and a character for the star which enables her to employ her talents to the fullest extent.

It is a Thomas H. Ince production and the leading man is Al Ray, cousin of Charles Ray, a well known star in Paramount pictures. Robert McKim, widely known as one of the most artistic villians on the screen, plays the part of a crook. Gertrude Claire, a charming actress, has a delightful role.

THERE! SULLIVAN HAS DONE IT AGAIN!

Makes Another Hit With Story of "When Do We Eat?"

C. GARDNER SULLIVAN has done it again. That is, he has written one of his unparalleled stories for Paramount which Thomas H. Ince has produced and which is called "When Do We Eat?" It is a novel and humorous as well as pathetic little story of the Middle West and full of human interest as well as thrill. It will be shown at the ..... Theatre next .....

Mr. Sullivan is not only prolific, he is a genius at photoplay writing. His ideas seem never to be exhausted. His art is coupled with an invention and technical skill that makes him a master of his profession. Enid Bennett is star of the new picture which was directed by Fred Niblo, her husband. The support provided for Miss Bennett is of the highest class.

Fancy Enid as Eva!

ENID BENNETT as Little Eva! But only for a very short time—that's in "When Do We Eat?" her new Thomas H. Ince-Paramount picture which is on view at the ..... Theatre this week. And the rest of the story hasn't anything to do with Ice, or Eliza, or Uncle Tom, or bloodhounds. It's a real comedy drama of the Middle West—and it is filled with human interest, comedy, thrill and a little pathos. The various roles are in the hands of competent players, including Al Ray, Robert McKim, Gertrude Claire, Frank Hayes and Jack Nelson.

"WHEN DO WE EAT?" STRONG PHOTOPLAY

Enid Bennett Scores in New Starring Vehicle

ENID BENNETT seems to have again scored in her newest Thomas H. Ince-Paramount picture, "When Do We Eat?" which is to be shown at the ..... Theatre next ..... It gives her a role to portray which calls upon all her powers of characterization. From the time she is cast adrift when the Uncle Tom show wherein she plays Little Eva is seized by the sheriff, to the moment when she saves the young bank cashier and defeats the bank robbers, she gives, it is declared, a performance that is not only artistic but characterized by its sincerity and verisimilitude. Miss Bennett is a close student and when she is entrusted with a new role studies its every phase and endeavors to mentally put herself in the position of the character—which results in a perfect rendition.

Talented Photographer.

ROBERT NEWHARD, photographer of the new Enid Bennett picture "When Do We Eat?" which is being shown at the ..... Theatre this week, has secured some exceptionally fine results, particularly in those scenes which show the adventures of a stranded Uncle Tom troupe in the Middle West. Mr. Newhard has a fine idea of lighting, composition and background, with the result that he obtains pictures clear, well-grouped and picturesque.

CROOKS FLEECE BANK CASHIER

Scene in Enid Bennett's Film "When Do We Eat?"

JAMES FORBES, a young bank cashier of Wattelville, was unfortunate enough to get into the toils of Eastern crooks who fleeced him at poker. It is rumored he used money belonging to the bank to make good his losses. However, the crooks were captured in the act of robbing the bank, through the instrumentality of Nora, a waif, who came into town in a box car. The whole affair was hushed up and the young man and the girl who apparently saved him—are to be married. That is romance with a vengeance—and proves that the Middle West still has its exciting experiences.

This is a brief synopsis of the plot of "When Do We Eat?" a new picture by C. Gardner Sullivan, starring Enid Bennett and produced by Thomas H. Ince for Paramount. It will be seen at the .... Theatre on ..... next.

Talented Ince Director.

FRED NIBLO is rapidly qualifying as one of the most successful directors in the Thomas H. Ince roster. His latest picture, "When Do We Eat?" featuring Enid Bennett as star, which is on view at the ..... Theatre this week, is said to reveal a genuine skill and artistry. With an appreciation of the characteristics of the small town individual, Mr. Niblo has given to the story startling verisimilitude.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "When Do We Eat"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

It affords us pleasure to inform you that Enid Bennett, the dainty Thomas H. Ince-Paramount star, will be seen in her new photoplay, "When Do We Eat?" at our theatre next.....

This is an exceptionally interesting story of life in the Middle West. Miss Bennett portrays the role of an actress who is a member of an Uncle Tom's Cabin company which falls into the hands of the Sheriff and which event opens a new career for the little player.

There are many highly interesting situations in the development of the story and there is nothing lacking to make this one of the finest productions of the season. The picture was directed by Fred Niblo, the husband of Miss Bennett, while the story was written by C. Gardner Sullivan.

The supporting players are the best the Ince studio can produce. This is an excellent picture and we recommend it to you heartily.

Yours sincerely,

.....
Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "When Do We Eat"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that Enid Bennett, the popular Thomas H. Ince-Paramount star, will appear in her newest photoplay, "When Do We Eat?" at our theatre next .....This is a superb picture and we heartily recommend it to your attention.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Our patrons will be interested in the announcement that Enid Bennett, the beautiful Thomas H. Ince star in Paramount pictures, will be seen at our theatre in her latest photoplay, "When Do We Eat?" next..... You should not fail to see this delightful photoplay.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "When Do We Eat?" a charming new Paramount picture starring Enid Bennett will be displayed at our theatre today (.....). This is a fine photoplay and will interest you greatly..

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"WHEN DO WE EAT?"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets
1 Star Stock, 24 Sheet
24 Sheet Stand

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

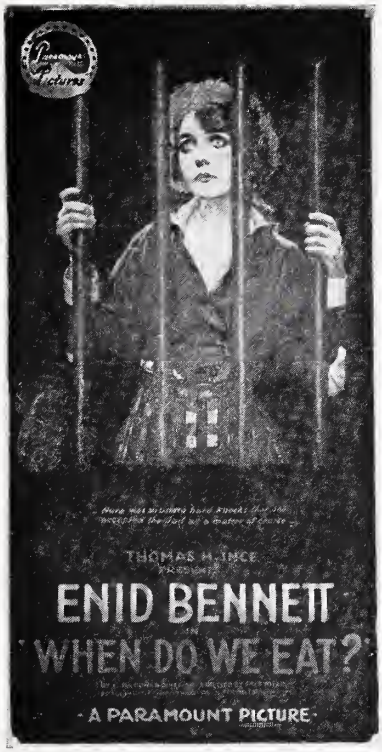
DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

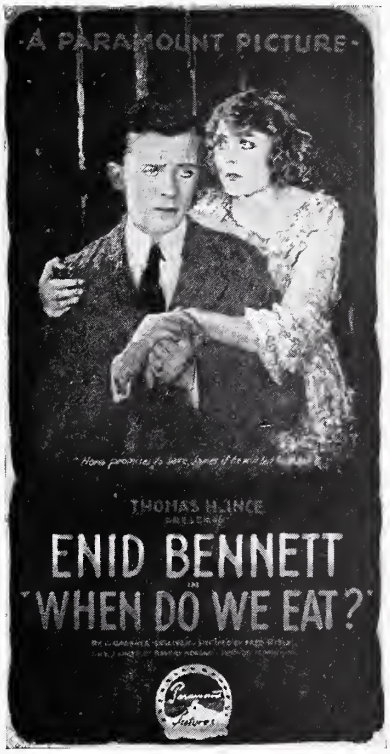
485 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS AND SLIDE
FOR
ENID BENNETT in "WHEN DO WE EAT"

Always obtainable at your Exchange



Three Sheet



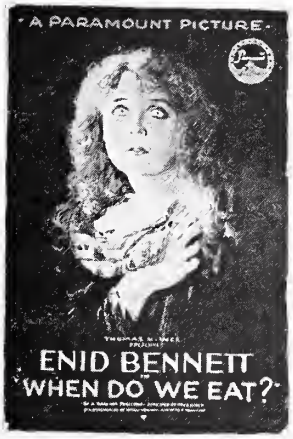
Three Sheet



One Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
	CHARLES RAY	A NINE O'CLOCK TOWN
	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
	GRIFFITH'S	THE GREAT LOVE
	PAULINE FREDERICK	FEDORA
	WILLIAM S. HART	RIDDLE GAWNE
	BILLIE BURKE	IN PURSUIT OF POLLY
	DOROTHY DALTON	GREEN EYES
	DE MILLE'S	TILL I COME BACK TO YOU
	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
	J. BARRYMORE	ON THE QUIET
	E. FERGUSON	HEART OF THE WILDS
	WALLACE REID	THE SOURCE
	E. CLAYTON	THE GIRL WHO CAME BACK
	SPECIAL	THE HUN WITHIN
	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
	D. FAIRBANKS	HE COMES UP SMILING
	M. CLARK	OUT OF A CLEAR SKY
	D. DALTON	VIVE LA FRANCE
	FRED STONE	THE GOAT
	SHIRLEY MASON	COME ON IN
	VIVIAN MARTIN	HER COUNTRY FIRST
	M. PICKFORD	JOHANNA ENLISTS
	CHARLES RAY	THE LAW OF THE NORTH
	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

	M. PICKFORD	THE EAGLE'S MATE
	M. CLARK	WILDFLOWER
	SPECIAL	THE GIRL OF THE GOLDEN WEST
	P. FREDERICK	ZAZA
	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 20

Private Peat

Scheduled Release Date: **13 Oct 1918**

"Two Years in Hell
and Back With
a Smile."



How to Advertise

Private Harold Peat

in

"PRIVATE PEAT"
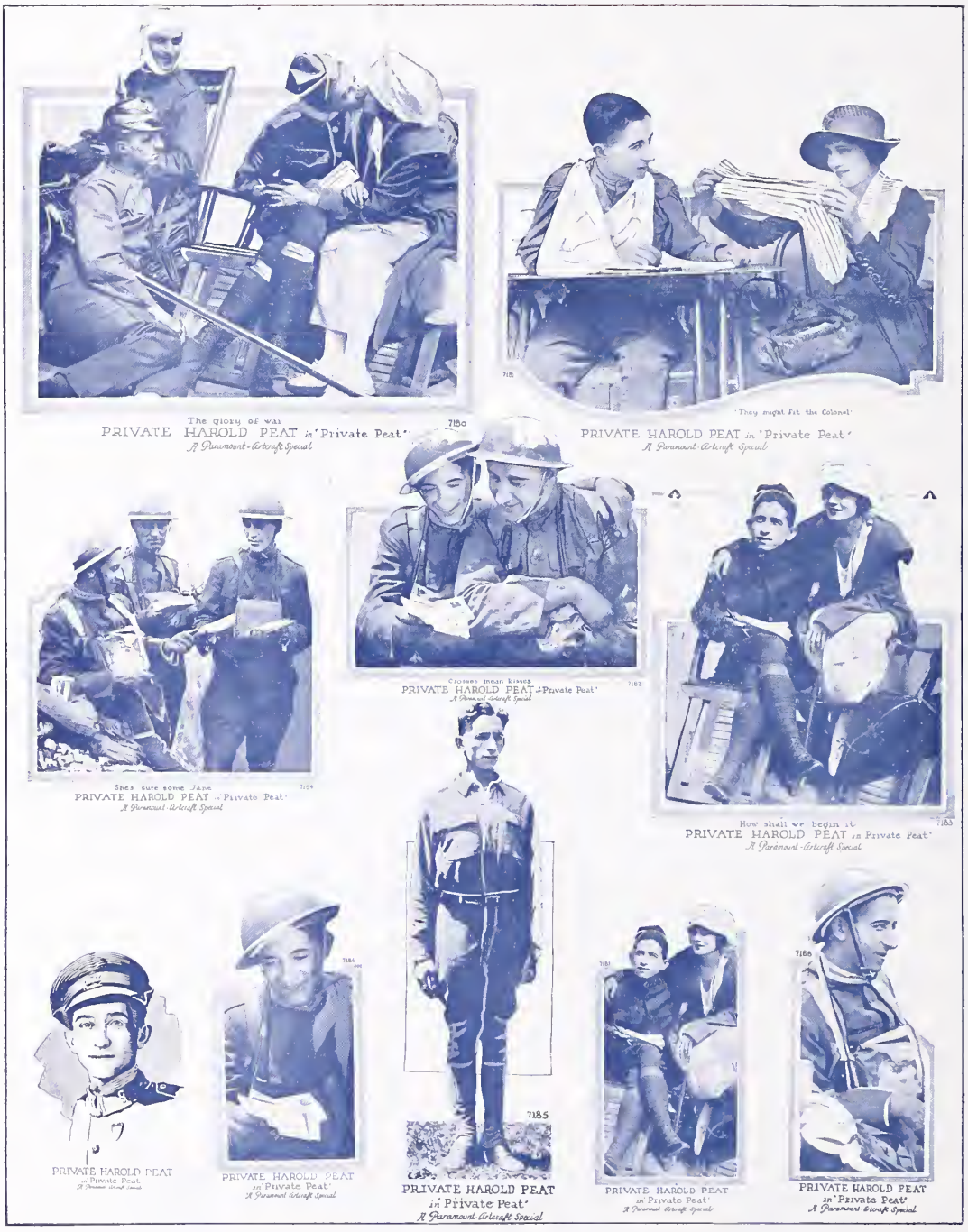
A Paramount-Artcraft Special

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

PRODUCTION CUTS AND MATS

FOR

"PRIVATE PEAT"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.

Centre Row—Three Two-Column Cuts and Mats.

Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above.

Always Obtainable at Your Exchange.

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Live Facts Regarding Harold R. Peat's Photoplay "Private Peat."

HAROLD R. PEAT, THE STAR

HAROLD R. PEAT, whose book "Private Peat," published by Bobbs-Merrill Co., of Indianapolis, instantly made him famous, is author, lecturer, soldier, and patriot whose reputation extends from one end of the country to the other. Mr. Peat was among the first of the Canadians to reach France and his record as a soldier in the cause of world democracy is one worthy of the emulation of every young patriot. He sought in vain to enlist, being repeatedly rejected because of insufficient chest expansion, but he finally succeeded in going "over there." He fought at Ypres, St. Julian, St. Eloi, Langemarck and Vimy Ridge. Wounded and permanently disabled at Ypres, Mr. Peat was invalided home and after his arrival he lectured with great succes, his subject being "Two Years in Hell and Back With a Smile." He later published his harrowing experiences in book form under the title of "Private Peat" which has met with enormous sale. While the scenes of the photoplay in which "Private Peat" portrays the leading role are located in New England and France, the main incidents are taken from the book and in the picturization Mr. Peat repeatedly demonstrated that he is almost as good an actor as he is a fighter. Indeed, "Private Peat" promises to be one of the biggest cinema war features thus far presented to the public.

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Production Cuts and Mats

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Paper and Slide
Back Cover—
Latest Releases

THE SCENARIST

THE work of picturizing "Private Peat" was intrusted to Charles Whittaker, than whom there is no better known scenarist in the country. Mr. Whittaker has written numerous picture successes and his work is invariably marked by skill, discretion, taste and artistic finish. He has done the best work of his career in this thrilling war story so ably told by Private Peat.

THE DIRECTOR

EDWARD JOSE, a distinguished actor and stage director who is noted for his splendid direction of many Paramount photoplays, is responsible for the excellent direction displayed in every scene of "Private Peat." Mr. Jose is a talented director whose judgment seldom is at fault and whose photoplays after they have passed through his crucible of art, are perfectly finished products. In "Private Peat" he has displayed his exceptional ability to signal advantage.

A THRILLING WAR STORY

IN a small village where he is employed as clerk in a store, Peat seeks to enlist when the United States declares war against Germany. He is turned down repeatedly because his chest expansion is insufficient and he and his sweetheart, Mary, are greatly perturbed in consequence. He reads about the war and one night dreams vividly that an airplane has dropped bombs upon the village school house, killing several children. He sees the triumphal entry of the Germans in the village, they killing the inhabitants and setting fire to the dwellings. It is hard for him to realize that all this is a dream, but it gives him an idea by which he may be accepted as a soldier. On his statement that he has two brothers in the army and that his mother and sister are "over there," he is accepted and goes to the French front. He takes his place in the trenches and when volunteers are called for to go to the ammunition dump and get all the boxes they are able to carry, Peat with nine others, starts across the bullet-swept strip of country. Peat is badly wounded in "No Man's Land" and after a lapse of two days, he is found by stretcher bearers and carried to a field hospital. The dressing station is bombed by Hun fliers and Peat and others are removed to a base hospital. Here Peat recovers and one day Mary joins him and amid general jubilation, although he is a mere wreck of his former self, Peat makes her his bride and they return to America, happy and contented with their lot.

STRONG SUPPORT

ALTHOUGH there are hundreds of persons who take part in this great photoplay of the war, the principals who support Mr. Peat are Miriam Fouche, an actress of ability who plays opposite to the star, and William T. Sorelle.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Articles on "Private Peat" or of the Picturization of that Great War Story

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

How Harold Peat Spent "Two Years in Hell and Back With a Smile" Realistically Shown in Paramount-Artcraft Special Photoplay "Private Peat"

By Sergeant John V. A. Weaver, U. S. A.

HE was only a mite of a man, that Johnny Canuck, but a mite full to brimming with energy and vitality. And he had a something within him that urged him on and on—that made him laugh at the cruelest hardships—that carried him through very Hell. And he never lost that smile of his.

He would go and nothing could stop him.

The doctors refused him again and again. But England was calling—England, his Motherland. He simply couldn't stand idle and see all his pals leave him behind. At last he hit upon a scheme; he invented two brothers killed and a mother and sister in Belgium. The next day Harold R. Peat became Private Peat of the First Canadian Contingent.

Never was there a sorrier crew than that first little band of our Northern brothers, who answered the call of the blood. Bedraggled, unequipped, their discipline a joke, they were the laughing-stock of the Allied army.

There came the day when the Germans massed their forces at Ypres, determined by a last desperate effort to break the British line. If they could force that wedge quick victory was theirs.

Private Peat was one of the twelve thousand Canadians who received the shock of one hundred and twenty thousand Huns, hurled at them under a withering barrage, aided by all the fiendish implements of destruction that inhuman cleverness could invent. Private Peat and his comrades it was who stood the test of the first attack by gas.

Wave after wave of Germans broke against that heroic band. But when at last they retired—thwarted—the Allied line remained intact. All England—all the world—echoed with the word "Canadians"—that's all.

Throughout the long monotony of trench life, wallowing in mud, underfed, beaten by icy winds—that indomitable sense of humor preserved the smile upon the faces of Private Peat and his companions. It was a Hell that they passed through—a Hell such as never had been before, the recurrence of which we also have drawn the sword to prevent for all time. We shall win. We shall win because we fight for the Right. And we shall win because the American is like the Canadian; he has the ability to go through Hell and keep his smile.

Private Peat "got his" after two years. Shot through the lungs by an explosive bullet he lay in the open two nights and a day before help came. He was out of it probably disabled for life.

But the little gods are not always cruel. Back in "Blighty" his dreams came true. He found a commission, a home, and the "only girl." He offered all he had to his country and has his reward. But he is not content. He hopes with all his heart for his health to come back so that he may carry that smile once more into the fight which is going to make the world worth living in.

If you could realize what our boys are going to face you would not only honor them—you would almost worship them as heroes. They're going to face it all right and they're going to come back with a smile—those who do come back. Because it's the spirit that can smile in Hell that wins. Wake up!

Inform yourselves; look the truth fairly in the face. You owe it to yourselves and to those boys of yours. See "Private Peat" when it is shown at the ..... theatre on ..... next.

CAST AND STORY OF
"PRIVATE PEAT"
For Use of Exhibitors in Their House Organs or for General Publicity
A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Harold R. Peat Central Figure of "Private Peat," a Superb Paramount-Artcraft Special Picture of the World War

Story of Photoplay Based Upon Private Peat's Celebrated Book is One of Absorbing Dramatic Interest and Brings Home the Urgency of the Defeat of the World Menace of Hun Autocracy

PEAT, a young man who is alone in the world, lives in a small village in America and works at Old Abner Cobb's store. Ten days after the war breaks out he tries to enlist, but is rejected because he is too small, and his chest expansion is not up to standard. He goes home, tells his sweetheart Mary, the village school teacher, about it and both are greatly depressed.

Mary takes her meals at the Cobb's, and that night she and Peat and Mrs. Cobb sit down in the store near Abner, who is reading the daily newspaper. He reads aloud the latest war news, the wholesale devastation in France, and they are all horror-struck at the cruelty of the Germans. Peat can think of nothing but the war and his last thought before he goes to sleep is, "Suppose it should happen to us——?"

He sees an aeroplane dropping a bomb upon the village school house, killing several of the children, then the triumphal entry of the Germans, who kill the people and set fire to the village before leaving. When Peat wakes up it is hard for him to realize it was only a dream. Suddenly he has an idea how to get into the army.

He returns to the recruiting officer and tells him that his two brothers have been killed by the Germans and that his mother and sisters are over there. The officer passes him and Peat persuades Old Bill, the village blacksmith, to enlist too.

In due time they arrive in France and are moved up to the front line. With some other green troops Peat is put in a trench with some Tommies. Days pass without anything of importance happening, then comes the order, "Over the top, with the best of luck—and give 'em Hell!" The boys scramble out of the trenches, advance upon the Germans and at length succeed in driving them out of the village.

"PRIVATE PEAT"

The Cast

Private Peat....Harold R. Peat
Mrs. Peat (Mary)
Miriam Fouche
Old Bill, the Blacksmith
William T. Sorelle

The Americans, in an enemy trench, are running short of ammunition, and the officer asks for ten volunteers to go to the ammunition dump and bring as many boxes as they can. The ten, among them Peat, start off and on the way to the dump two are killed. Returning, several others are killed and Peat is badly wounded. His companion binds up his wound and starts away, dragging the box of ammunition, but before he has taken a dozen steps he is shot. Two volunteers, out of the ten, return to the trench.

While Peat is lying in No Man's Land a soldier comes along, puts him into his blanket and drags him off to a place of shelter. Peat is grateful and wants to give him a present but the man refuses, and when Peat asks for his name he says: "I am just one of them there fellows that's going to make the world safe for democracy." Then with a laugh, he goes on.

For two days Peat lies helpless. Then a couple of stretcher bearers come along and take him to a dressing station. This is bombed, notwithstanding that it floats the Red Cross flag. Peat and the other wounded soldiers are taken to a base hospital in France. Here Peat recovers rapidly. One day the nurse tells Peat he has a visitor and in a moment Mary is in his arms. When Peat is fully recovered he and Mary are married and return to America.

As they stand looking at the Statue of Liberty he says: "I could never be proud of fighting in a selfish war, but I can be proud of fighting for an unselfish cause."

PRESS REVIEW ON "PRIVATE PEAT"

To be Sent to Newspapers Immediately After the First Display of the Harold R. Peat War Spectacle

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Harold R. Peat, Soldier-Author and Lecturer, Makes Hit in Picturization of his Vivid War Story, "Privat Peat"

Horrors of Trench Life and Devastating Effects of War Upon Nations are Admirably Depicted in This Stirring Paramount-Artcraft Special Photoplay.

AS a war spectacle, throbbing with human interest and vibrant with patriotic fervor, "Private Peat," the great Paramount-Artcraft special picture which was shown at the .... theatre yesterday, has few, if any, superiors. It is a photoplay of timely interest, not to speak of its stirring heart appeal and it instantly demonstrated its value as a box office attraction of the highest class.

The picture is based upon the story written by Mr. Peat and which has met with a wide sale all over the country. Mr. Peat himself played the leading role and his smile, of which he speaks in his famous lecture, "Two Years in Hell and Back With a Smile," is constantly in evidence. The story, aside from its theme, is absorbingly interesting and many of the scenes of war are exceedingly realistic.

The story deals with a young man named Peat, who is clerk in a country store. He is intensely patriotic and seeks to enlist when the United States declares war against Germany. He is turned down repeatedly because his chest expansion is insufficient and he and his sweetheart, Mary, are greatly perturbed in consequence.

He reads about the war and one night dreams vividly that an airplane has dropped a bomb upon the village school house, killing several children. He sees the triumphal entry of the Germans in the village, they killing the unoffensive inhabitants, inflicting a thousand indignities, and setting fire to the dwellings. It is hard for him to realize that all this is a dream, but it gives him an idea by which he may be accepted as a soldier. On his statement that he has two brothers in the army and that his mother and sister are "over there," he is accepted and goes to the French front.

He takes his place in the trenches and when volunteers are called for to go to the ammunition dump and get all the boxes they are able to carry, Peat with nine others starts across the bullet-swept strip of country. Peat is badly wounded in "No Man's Land" and after a lapse of two days, he is found by stretcher bearers and carried to a field hospital. The dressing station is bombed by Hun fliers and Peat and others are removed to a base hospital. Peat recovers and one day Mary joins him and amid general jubilation, although he is a mere wreck of his former self, Peat makes her his bride and they return to America, happy and contented with their lot.

The trench scenes, showing the barrage fires, the Hun attacks, aided by all the fiendish implements of destruction human cleverness can invent, the rally of the British troops and the terrible devastation of No Man's Land, are remarkably realistic and show the master hand of Edward Jose, the director. Mr. Peat was excellent in his portrayal, and his support generally was of the best. Miriam Fouche, as Mary, was charming, while the "Old Bill" of William T. Sorelle was highly artistic in conception and delineation.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

ADOLPH ZUKOR presents

Private HAROLD PEAT

A PHOTODRAMA BASED ON HIS OWN BOOK—

Two Years in Hell And Back With A Smile



in

"PRIVATE PEAT"

A Paramount-Artcraft Special

Produced by arrangement with the Bobbs-Merrill Co. Scenario by Charles Whittaker
Directed by Edward Jose

PEAT'S story has already been made world-famous by the newspapers, by the book he wrote, and by the talks he has given.

But the screen-version of it all is as *vivid* as life! See it, and you will see what thousands of American lads are up against to-day, and how they are fighting through with a grim smile.

PARAMOUNT-ARTCRAFT THEATRE

Castle Square Continuous 11-11

ADOLPH ZUKOR presents

PRIVATE HAROLD PEAT



IN

"PRIVATE PEAT"

A PHOTODRAMA BASED ON HIS OWN BOOK

A Paramount-Artcraft Special

Produced by arrangement with the Bobbs-Merrill Co.
Scenario by Charles Whittaker
Directed by Edward Jose

War Scenes re-lived for you to see!

THAT'S what this picture is. Private Peat simply shows you the sort of thing he went through in France—gives you a pretty vivid idea of what it is like to be actually in the trenches—through it all is woven a beautiful romance.

If you want to know what's happening to *your* boy in France today see what happened to Peat. It's the same thrilling experience.

PARAMOUNT-ARTCRAFT THEATRE - Main St.

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
is "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T. THEATRE BROADWAY AND 77TH STREET.
kawa "Honor of His House."
& in "Riders of the Night."

IEATRE 8TH AVENUE AT 44TH STREET.
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 36 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EVE."
THIS WOMAN IN THE WEB."

NIA THEATRE
REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Ruby Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

ADOLPH ZUKOR presents

PRIVATE HAROLD PEAT



in

"PRIVATE PEAT"

A PHOTODRAMA BASED ON HIS OWN BOOK

A Paramount-Artcraft Special

Produced by arrangement with the Bobbs-Merrill Co. - Scenario by Charles Whittaker - Directed by Edward Jose

THEY tried to hold Private Peat out of soldiering because he was too short, but he was pretty long when it came to grit, and he got there just the same.

If you want to see what American soldiers are seeing right now see Private Peat in this great picture. He was up against the same thing, and came through bloody but smiling.

PARAMOUNT - ARTCRAFT THEATRE

Castle Square — Continuous 11 to 11

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST B & MAR
Mrs. Vernon Castle, "Hillcrest Myst
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE VA
Episode 16 "THE MYSTE

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14T
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON,

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE T
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMME
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROA
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hundr
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti



Pertinent Extracts

For the Use of

EXHIBITORS

IN

House Programmes

or for

GENERAL PUBLICITY

In the Exploitation of

"Private Peat"

A Paramount-Artcraft Special Picture

When Soldiers May Swear

THOU shalt not swear unless under extraordinary circumstances. And "extraordinary circumstances" can be defined as moving your tent in the middle of the night under a downpour of rain, seeing your comrade shot, or getting coal oil in your tea. Some of these things are visualized in "Private Peat" which will be shown at this theatre next .....

The Ladies From Hell

Marvelous is the endurance, the valor, of the Ladies from Hell. They withstood the gas, and they withstood wave after wave of attacking German hordes. You may see some of them in the great Paramount-Artcraft special picture, "Private Peat" which will be displayed here next .....

Worst Days of War Over

The worst days of this war are over. The worst days were those through which we came in the winter of 1914-15. We might lose as many in killed and wounded as we did through that winter; every white man, British, French, American, of military age, may pay the penalty, and yet the worst days have gone by. How these brave men suffered is shown in "Private Peat" the big Paramount-Artcraft special picture which will be displayed at this theatre on ..... next.

Who Started the War?

Who started the war? There is no room for argument. The Germans started the war. Who will finish the war? There is no room for argument. We will finish the war. The truth of these statements is amply proved by "Private Peat," the great Paramount-Artcraft special picture which will be displayed at this theatre on ..... next.

Advice to Soldiers

Obedience, a cool head, a clean rifle and a sharp bayonet will carry you far. How Soldier Peat found this to be valuable is shown in "Private Peat," the big Paramount-Artcraft special which will be displayed at this theatre next ..... The battle scenes are said to be remarkable in their variety and scope.

Sure to Get Plugged

Every man who goes into the active service of the present war knows that some day, somehow, somewhere, he is going to get plugged. So it was that I "got mine," wrote Private Peat. A German explosive caught me at Ypres while I was in a lying position. The missile in exploding carried out portions of my lung and bits of bone and flesh. What followed is shown realistically in "Private Peat," the big Paramount-Artcraft special picture which will be displayed at the ..... theatre next .....

You Can't Die

If you're wounded and have to lie out in No Man's Land, then lie out, but don't be foolish enough to die while you are lying out, because you can't die once they find you. Private Peat remembered that advice as is shown in "Private Peat," the great Paramount-Artcraft special picture which will be displayed at this theatre next ....., and he is alive to tell the tale.

The Aim of the Pacifist

What is the pacifist in this country doing for peace? Nothing. He is only trying to put off this war for a worse war. Every man, woman, or child who talks peace before the complete defeat of Germany is a Kaiser agent, spreading German poison gas to the injury and possible destruction of his own countrymen. The truth of this statement will be apparent to everyone who sees "Private Peat," the new Paramount-Artcraft special picture starring Harold R. Peat, which will be displayed at this theatre on ..... next.

Why the superb Paramount-Artcraft Special Picture

"PRIVATE PEAT"

Should Be a GREAT ATTRACTION for Exhibitors

"Private Peat" is one of the few truly great contributions to the literature of the present war.

In book form, published by Bobbs-Merrill Company, "Private Peat" exceeded the sales of any other war book on the market. It was the BEST seller.

Private Harold R. Peat, the celebrated Canadian soldier-author HIMSELF enacts the leading role in this Paramount-Artcraft Special picture.

Twenty-five thousand soldiers, the first Draft Army from the New England states, play important parts in this picture.

All the Camp life pictures were taken at Camp Devens, at Ayer, Mass., with the sanction of the government.

Whole villages were constructed and destroyed in a war-like manner for the production of this photoplay.

This big war feature was made under the personal supervision and directions of Edward Jose, who has done the best pictures in which Pauline Frederick and Mme. Cavalieri starred, and who also directed the Caruso pictures.

The picturization of "Private Peat," while holding closely to the text of the published story, will have an American setting throughout.

The opening scenes of the story are laid in a New England village rather than in Canada; the troops shown in training were photographed at an American cantonment instead of at Valcartier, whence "Private Peat" sailed for Europe, and the soldiers pictured in action on the Western Front are Yankees instead of "Johnny Canucks."

A Patriotic Story Thrillingly Picturized

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "Private Peat"

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

PRIVATE PEAT WAS TWO YEARS IN HELL AND YET HE SMILED!

Picturization of Famous War Book Is Powerful Sermon for Patriotism

TWO years in Hell with a smile! That is what life in the trenches means, according to Private Peat who will be seen in his realistic war photoplay "Private Peat," a superb Paramount-Artcraft special picture, at the ..... theatre next ..... The photoplay is a splendid picturization by Charles Whittaker of "Private Peat," the book published by Bobbs-Merrill Company and which has met with enormous sale all over the country.

In this photoplay, Private Peat plays the star part—that of a patriotic young man who is forced to resort to a ruse in order that he may enlist in the army battling for world democracy. His chest measurement is somewhat shy, but when he gets into the trenches "over there" he proves to be big enough to volunteer for a dangerous mission which results in his being wounded and permanently disabled. However, it brings his sweetheart to his arms and all ends happily for the brave American soldier.

The photoplay is a stirring sermon in the cause of patriotism and loyalty to flag and country. There are numerous battle scenes of remarkable realism and the story is one of supreme interest in this crucial time of struggle against ruthless Hun autocracy. "Private Peat" is an admirable vehicle that serves to introduce a brave fighter to his countrymen in propria persona as it were.

THRILLING STORY OF "PRIVATE PEAT" STIRRED NATION

Picturization of War Story by Paramount Is Most Notable Film

OF the personal experiences in the World War that have been published in the last two or three years, those of Harold Peat, known as "Private Peat" have engaged public attention almost exclusively. Mr. Peat's two years in the trenches, of which he speaks in his famous lecture, "Two Years in Hell and Back With a Smile," were experiences allotted to few and they have been visualized stirringly by Paramount in the photoplay "Private Peat," in which Mr. Peat is the star, and which will be displayed at the ..... theatre next ....

From the hour when the chief actor in the photoplay, who is a clerk in a country store, has his dream of a Hun invasion of America with all its attending horrors, until he enlists and sees service in France, scenes of excitement follow each other in quick succession. The visualization of trench life is extremely realistic and the battle scenes are unsurpassed in scope, variety and dreadful interest. One can in truth fancy one's self on the firing line, opposed to the Hun, amid flying shell and shrapnel, death and destruction at every turn. To see this stirring photoplay is to realize to the full the hell that prevails on the other side just now.

The picture was adapted from the book published by Bobbs-Merrill Company, by Charles Whittaker with rare fidelity to detail. Edward Jose directed.

PEAT TELLS HOW HE FACED DEATH TWO YEARS IN TRENCHES

Story Told in Realistic Style in Big Paramount Film "Private Peat"

TO possess a smile and be happy after spending two years in the trenches "over there" facing death every moment and to be ultimately permanently disabled by a Hun explosive bullet which incapacitates one from further active service in the cause of democracy, is the experience allotted to few men. This was the experience of Harold R. Peat, better known through his lecture and book as "Private Peat," and his story has been admirably pictured in the Paramount-Artcraft Special picture, "Private Peat" in which Mr. Peat plays the leading role and which will be shown at the ..... theatre next .....

"People at home cannot comprehend what our boys must endure in France in these terrible days," said Mr. Peat recently. And yet, there is little to worry about, now that victory for the Allies is an absolute certainty. American inventions have made trench life quite tolerable these days, so that the horrors of the earlier days have been largely eliminated. Three years of war have worked a glorious transition, and for every Hun shell that drops behind the allied lines, three go back. If their gas is bad, ours is worse. The Germans are on the run now and let us hope they will be kept on the run indefinitely."

Real active warfare is realistically pictured in "Private Peat" and the story is thrilling and heart appealing.

STRONG WAR STORY IS "PRIVATE PEAT"

Famous Soldier's Experiences Splendidly Pictured

FEW war books are so graphic and thrilling as "Private Peat, His Own Story," by Harold R. Peat, a young Canadian soldier who went to France with the first Canadian contingent in August, 1914. Young Peat was in the first German gas attack at Ypres. He gives us one of the most extraordinary accounts of that event, and of the bravery of officers and men, that has yet been written.

Months later, and again at Ypres, he got his own knock-out blow. A German bullet crashed through his lung and put his right arm out of commission for good and all. Two nights and a day he lay in the open until the stretcher-bearers found him.

The incidents of this stirring book have been picturized in the great Paramount-Artcraft Special picture, "Private Peat" in which Mr. Peat plays the leading role and which will be shown at the ..... theatre next ..... The photoplay has been splendidly directed and it is said to be one of the best war pictures ever produced. The support is excellent.

Peat Fine Actor

IN the Paramount-Artcraft special picture "Private Peat" which is being shown at the ..... theatre this week, Harold R. Peat, who won fame by his lecture "Two Years in Hell and Back with a Smile" and his book published by Bobbs-Merrill Company, does some excellent acting. The photoplay is realistic and thrilling and is warmly commended by each successive audience as a well worth while picture production.

WAR'S DESTRUCTION SHOWN IN PICTURE

Entire Villages Destroyed in "Private Peat"

THE havoc wrought by war is thrillingly pictured in the great Paramount-Artcraft special photoplay, starring Harold R. Peat, the famous soldier, author and lecturer, which will be displayed at the ..... theatre next ..... This is a picturization of Mr. Peat's famous war story, "Private Peat" recently published by Bobbs-Merrill Company, the sale of which to date has been enormous.

Mr. Peat is shown as a young American clerk in a country store who has difficulty in enlisting, but who finally gets into the ranks and serves in France until a German explosive bullet permanently disables him. His enlistment is speeded when he dreams that this country is invaded by the Huns and its consequent horrors impress him deeply and stimulate his patriotism. In the trench life, which is thrillingly pictured, Mr. Peat is seen to excellent advantage and on the whole, the picture is as entertaining as it is educational.

The photoplay was directed by Edward Jose and the supporting players are of the best. There is a pretty love story which makes the subject one of unusual appeal.

Superb War Picture

A photoplay of great timeliness and interest is the Paramount-Artcraft special picture, "Private Peat" in which that celebrated soldier is the star, and which is on view at the ..... theatre this week. This is a picturization of Mr. Peat's famous story of the war in which his personal experiences in the trenches, "over there" are recounted. It is an excellent photoplay and daily delights large and enthusiastic audiences.

"PRIVATE PEAT" IN BIG WAR PICTURE

Celebrated Soldier Has Fine Role In Photoplay

ON the twenty-third day of August, 1914, Harold R. Peat enlisted in the first Canadian contingent. He was under size and the recruiting officer declined him twice, but he persisted and finally smiled his way in. Four days later he and his companions were on their way to the training camp at Valcartier where, after an intensive month, they boarded the transport Zeeland, and turned their faces toward war-tossed France.

This is the beginning of Private Peat's career as a soldier. Two long years, years of privation, suffering and hard fighting, passed before a German bullet crashed its way through the young Canadian's right lung and put his fighting arm out of commission.

This forms the basis of the thrilling story of "Private Peat," the big new Paramount-Artcraft Special picture, which will be displayed at the ..... theatre next ..... Mr. Peat plays the leading role and he is finely supported by a cast of picked screen players. The photoplay is a triumph of the cinematographic art and is attracting attention all over the country.

Splendid War Spectacle

THE great Paramount-Artcraft special picture, "Private Peat," which is the attraction at the ..... Theatre this week, is drawing large audiences at every showing. Harold R. Peat, the soldier-author and lecturer, plays the leading role with exceptional effect and in every other respect the photoplay is one of the best war spectacles seen here this season.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"PRIVATE PEAT"

A Paramount-Artcraft Special

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty four-sheet stand

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS AND SLIDE
FOR
"PRIVATE PEAT"



Twenty-four Sheet



Three Sheet



One Sheet



Slide



Six Sheet



One Sheet



Three Sheet



PAULINE FREDERICK.....“RESURRECTION”
ENID BENNET...“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL
DOROTHY DALTON..“THE MATING OF MARCELLA”
MARGUERITE CLARK.....“PRUNELLA”
CHARLES RAY.....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTON’S.....“MISSING”
LINA CAVALIERI.....“LOVE’S CONQUEST”
VIVIAN MARTIN.....“VIVETTE”
PAULINE FREDERICK....“HER FINAL RECKONING”
SESSUE HAYAKAWA.....“THE BRAVEST WAY”
WALLACE REID.....“THE FIREFLY OF FRANCE”
ENID BENNETT.....“A DESERT WOOING”



MARY PICKFORD.....“M’LISS”
WM. S. HART.....“SELFISH YATES”
DOUGLAS FAIRBANKS.....“ MR. FIX-IT”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON.....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS.....“SAY, YOUNG FELLOW”
GEORGE M. COHAN...“HIT THE TRAIL, HOLLIDAY”

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 21

Such a Little Pirate

Scheduled Release Date: **13 Oct 1918**

How To Advertise



Lila Lee *in*

"Such a Little Pirate"

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

STOCK PRODUCTION CUTS AND MATS

Lila Lee in "Such a Little Pirate"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General. NEW YORK

Interesting Facts Regarding Lila Lee's Fine New Picture "Such a Little Pirate"

LILA LEE, THE STAR

FOR her second Paramount starring vehicle following "The Cruise of the Make-Believes," Lila Lee has a decidedly interesting treasure story, admirably produced. It is "Such a Little Pirate," a picturization of James Oliver Curwood's thrilling story, "Peggy, the Pirate." My prediction that Lila Lee would create a furore as a motion picture star by her portrayal of the role of Bessie Meggison in "The Cruise of the Make-Believes," has been more than verified since her name was flashed upon the screen in that magnificent production. Her radiant beauty, her precociousness, her magnetism and charm, not to speak of her ability as an actress, captivated all who beheld her in her first photoplay, and it is perhaps needless to add that they will see her again in her newest vehicle. That Lila Lee is at once the most youthful, beautiful and charming player in screen annals is generally conceded, and it is a safe prediction that within a brief period her name will be as familiar to motion picture theatre-goers as that of any feminine star now before the public. Beauty and talent, youth and vivacity, grace and charm are stellar assets which Lila Lee possesses in rich abundance, and these are qualities which, like beacon lights, will illumine her roadway to cinema fame.

THE AUTHOR.

JAMES OLIVER CURWOOD, author of "Peggy, the Pirate," the novel upon which "Such a Little Pirate" is based, is one of the best known of contemporaneous novelists and magazine writers. Mr. Curwood has written numerous romantic stories of the North woods, and his plots and character delineations are exceptionally clever. That their values have not been lost in this picturization of his novel, all who see the photoplay must agree.

THE DIRECTOR

THE success of Lila Lee's first motion picture, "The Cruise of the Make-Believes," was largely due to the able direction of George Melford, whose ability has been evidenced in many picture successes, notably those in which Sessue Hayakawa was the star. Mr. Melford has done excellent work in "Such a Little Pirate," and it bids fair to be counted among his best directorial efforts.

THE SCENARIST

MONTE M. KATTERJOHN, whose fine hand was displayed in the screen adaptation of "The Source," and "The Man From Funeral Range," is an able scenarist whose talents are generally recognized. He is seen at his best in "Such a Little Pirate," his latest adaptation.

A STRONG STORY

PATRICIA WOLF, a romantic minded young girl, lives with her grandfather, Captain Obadiah Wolf, an old seaman of Homeport, who is proud that one of his ancestors was a pirate of the Spanish Main. Patricia gets the pirate fever after listening to his stories and she demands to know what a certain tattooing on his arm and shoulder signifies. He tells her that this is the map of an island on which a great Spanish treasure lies buried and they decide to seek the treasure as soon as Obadiah has made his final payment on an old ship which lies in the harbor and which is in charge of Rory O'Malley, the sweetheart of Patricia. He makes this payment, but loses the receipt and Ellory Glendenning, the owner, who has a slacker son whom he wishes to rescue from the draft, decides to take possession of the vessel and go on a long voyage. "Bad-Eye," a ruffian, seeks to get the map of the island, but Obadiah foils him by burning his arm so that the map is destroyed. Patricia has a copy, however, and when the Glendennings clear the ship for the voyage, Patricia and O'Malley are aboard. The ship is caught in a storm and the crew are on the verge of mutiny when Patricia and O'Malley bring them to terms with revolvers and make the Glendennings their prisoners. They reach the island and find the treasure just as "Bad-Eye" and his crew, with Obadiah as their prisoner, whom they threaten with death if he does not reveal the location of the treasure, appear on the scene. They are overcome by O'Malley and his men and forced to carry the treasure aboard the ship, after which Patricia, O'Malley and Obadiah sail for home, leaving "Bad-Eye" and his scoundrels on the island.

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Inside Back Cover
Paper and Slide
Back Cover
Latest Releases

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Lila Lee or "Such a Little Pirate."

A Paramount Picture

The Song of the Pirates of the Spanish Main Rings Clear in Lila Lee's Superb Paramount Photoplay "Such a Little Pirate."

Dainty Paramount Star, Youthful and Vivacious in her Newest Offering, Pays a Tribute to the Acting Powers of Sinbad, an Orang-Outang— Filming Adventures on Catalina Island.

WHO never has heard of the good old pirate song made familiar by Robert Louis Stevenson and other writers and chroniclers of the buccaneers of the Spanish Main? Who never has heard the refrain of that grand old pirate air, which runs thus:

"Fifteen men on the Dead Man's chest;
Yo-ho-ho and a bottle o' rum!"

This was the good old standard song of the pirates, the brave lads that used to scuttle ships on the ensanguined Spanish Main. One of these pirates was named "Bloody Wolf," and he was admired and feared wherever ships sought harbor.

But old "Bloody Wolf" did not know that two hundred years later a beautiful little girl, one Patricia Wolf, a direct descendant of his, would set out to find buried treasure, when she was fired by tales of her ancestor's daring. Yet such is the case, and the story, "Such a Little Pirate," based upon the novel written by James Oliver Curwood, and adapted for the screen by Monte M. Katterjohn, makes as jolly a story of adventure as you've ever seen, and serves Lila Lee, the charming little Paramount star, as an admirable vehicle for her second picture. It will be displayed at the ..... Theatre next .....

"Do you know I've just been having the time of my life acting opposite one of the most interesting actors I've ever seen?" said Lila Lee after the completion of "Such a Little Pirate" the other day. "And I don't mean that as an unkind reflection on the other actors, for Sinbad, you see, is a fine big orang-outang.

"He was born in Borneo and he came to this country when he was only six months old. He's seven years old now, and just as dear as he is ugly. He and I have just had some great times romping through the scenes of "Such a Little Pirate," my second Paramount picture, and Sinbad has taken the suggestions of Mr. Melford, my director, almost as well as a real actor.

"But he certainly did make a sensation the first day they brought him out to the studio to work in the picture with me. He was very fond of soda water, ice cream cones and carrots and when we wanted him to do a particularly difficult bit of acting we'd just give him something like that to eat and he'd go through with the scene in great shape.

"Then we took him to sea with the company, for some of the scenes in the story take place on board a ship. At first, he seemed rather frightened by the vast field of water and the tumbling of the ship, and he would moan piteously. But by the second day he was used to it and ready to frolic about with anybody who would play with him.

"You wouldn't think he was playful to look at him, for he has one of the gravest faces I've ever seen. He looks like a little old man or like a strange bearded fairy out of a book. But in reality he's quite jolly and fun-loving.

"A strange thing happened when we took him to the island just off the coast of California where some of the scenes in the picture were filmed. Sinbad had to climb a palm tree and meet another monkey that we had brought along. He did that without much urging and seemed to take quite a fancy to the other monkey, so much so that when we asked him to come down he refused.

"So we had to go away and leave him. But when night came he must have become frightened at the loneliness—you see he has lived in captivity so long—and he came back to the place where we were staying and begged to be let in. He had deserted the other monkey for his human friends.

"I'm sure you're going to like Sinbad when you see him in "Such a Little Pirate," and I hope you have as much fun watching his antics as I did while the picture was being made."

Harrison Ford, who plays the role of Rory O'Malley, the crippled hero of this photoplay, is one of the most popular young leading men in motion pictures. His characterization of the courageous and laughing Rory O'Malley is one of his best and with Lila Lee he gives a performance that will make many film fans visit the picture more than once. Before coming to the pictures Ford was well known on the speaking stage and played leads in numerous Broadway productions.

CAST AND STORY OF

"SUCH A LITTLE PIRATE"

For Use of Exhibitors in Their House Organs or For General Publicity

A Paramount Picture

Dainty Lila Lee Goes in Search of Pirate Treasure in Her New Paramount Picture "Such a Little Pirate"

Story has the Flavor of Piratical Days on the Spanish Main and Its Interest is Heightened by the Recovery of a Real Spanish Treasure of Great Value.

PATRICIA Wolf, a rather wild girl living with her "Grampum," Captain Obadiah Wolf, in Homeport, is possessed of a romantic soul which is fired to action by the pirate stories of her grandfather, one of whose ancestors, "Bloody Wolf," had sailed the Spanish Main. Patricia felt that she had inherited piratical tendencies from this ancestor and when she one day learns that a map tattooed on the arm and shoulder of Obadiah was that of an island where Spanish gold lies buried, she determines to seek the treasure at all hazards.

Captain Wolf is making regular payments upon an old vessel in the harbor and he informs Patricia that as soon as he has made the final payment thereon he purposes to make a voyage in search of the treasure. The vessel is in charge of Rory O'Malley, a young seaman, slightly crippled, who loves Patricia. Patricia's playmate is an orang-outang named Sinbad, and she makes this animal her confidant.

Ellory Glendenning, from whom Obadiah has purchased the vessel, seeks to regain possession of the craft in order to sell it to the United States Government at three times its value. Obadiah makes the final payment one night, and celebrates the event, with the result that he loses his receipt. "Bad-Eye," the rover who had tattooed the map on Obadiah's arm, plans to copy the map, capture the vessel and start for the treasure island.

"SUCH A LITTLE PIRATE"

The Cast

Patricia Wolf .....Lila Lee
Obadiah Wolf, her grandfather .... Theodore Roberts
Rory O'Malley, a Seaman Harrison Ford
"Bad-Eye," a Sea Dog Guy Oliver
Ellory Glendenning Forest Seabury
Harold Glendenning J. Parks-Jones
Mrs. Glendenning Adele Farrington
Sinbad, an Orang-Outang by Himself

Breaking into Obadiah's home, he begins copying the map when Patricia, who is a somnambulist, enters the room and stumbles over Sinbad, with the result that "Bad-Eye" and his confederates flee without having accomplished their evil design.

Obadiah hastens his preparations for going to sea, but unable to produce his receipt, he is thrust from the ship by Glendenning, who claims it according to the terms of his contract. Patricia has found a copy of the tattooed map made by "Bad-Eye," which he had dropped in Obadiah's home, and she has hidden this in the hollow of a whale's tooth on the vessel. She induces O'Malley to pirate this and while she is awaiting O'Malley, "Bad-Eye" and his men capture Obadiah and after tying him hand and foot start to copy the tattooed map. He rolls into a fire and burns his arm so severely, that all trace of the tattooed map disappears.

Meanwhile, the Glendennings, who desire to prevent their slacker son, Harold, from being drafted into the army, decide to take the vessel, and just before they board the ship, Patricia finds the receipt her grandfather had lost, protruding from the hole in a cocoanut in the cabin, where it had been placed by the orang-outang. The vessel goes to sea and when caught in a tropical storm, the crew mutiny. O'Malley and Patricia make the Glendennings their prisoners and after subduing the crew at the point of revolvers, sail the vessel to the treasure island where after three days' effort they find several Spanish chests filled to the brim with treasure galore.

Meanwhile "Bad-Eye," with his confederates and Obadiah as his captive, reach the island and begin to dig. They threaten to shoot Obadiah if he does not reveal the whereabouts of the treasure, and they are about to carry out their purpose when O'Malley, Patricia and their crew get the drop on the bucaneers. Patricia shows the treasure to her grandfather and "Bad-Eye" and his men are not only compelled to carry the treasure to the ship, but they are left standing on the beach as the ship sails away for home with Patricia and Rory happy in their mutual love.

PRESS REVIEW OF "SUCH A LITTLE PIRATE"

To Be Sent to the Newspapers Prior to and During the Display of Lila Lee's New Photoplay "Such A Little Pirate"

A Paramount Picture

A Story of Pirates Bold and Buried Treasure Starring Dainty Lila Lee, Scores An Emphatic Success at Paramount Theatre

Beautiful and Youthful Star Gives Delightful Performance of the Romantic Granddaughter of a Seaman Whose Ancestor Was a Pirate and the Support Generally is of the Highest Class

A STORY of pirates bold, of buried treasure, of a slacker who tried to evade government service by stealing a ship from a fine old sea captain, and a beautiful and spirited little girl who saved the situation—these are the chief features of "Such a Little Pirate," Lila Lee's second Paramount picture, which was shown with emphatic success at the ..... Theatre yesterday. This remarkably fresh and fanciful story kept large audiences in good humor and demonstrated afresh the acting ability and charm of the beautiful little Miss Lee. She is ideally cast in this photoplay, and she more than fulfills the great promises vouchsafed for her first picture.

The story is unusual and dramatic in its development and it introduces Sinbad, an exceedingly clever orang-outang actor, who shows great histrionic ability while acting with Lila Lee and Theodore Roberts. Mr. Roberts has one of the best roles of his career in the part of old Captain Obadiah Wolf, the lineal descendant of "Bloody Wolf," a notorious pirate of history. Captain Obadiah has the map indicating the spot where hidden treasure is buried tattooed on his arm, and this map leads to tremendous complications before the story comes to an end.

He is also the owner of an old sea tub, a vessel that the villagers call "Wolf's Folly." The Captain's daughter is pretty Patricia Wolf, who is in love with Rory O'Malley, a fine Irish boy of a sailor. When the vessel is stolen by a youth who is trying to escape the draft and when Peggy and Rory get it back and go in search of the treasure the story moves rapidly from one climax to another.



Lila Lee

Lila Lee acquitted herself charmingly in the role of Patricia and Harrison Ford is excellent as Rory O'Malley. The story, which lends itself ideally to screen purposes, was adapted from James Oliver Curwood's famous story, "Peggy, the Pirate," by Monte M. Katterjohn, one of the cleverest manipulators of moving picture continuity now writing.

George Melford, who directed Miss Lee's successful first picture, "The Cruise of the Make-Believes," has done even better work in making her second picture the great success it is. The little star's supporting company is of the best and, in addition to those mentioned, Guy Oliver, Forrest Seabury, J. Parks-Jones, and Adele Farrington do excellent work. Guy Oliver's characterization of "Bad-Eye," the sailor, stood out with especial distinctness. Some splendid camerawork has been done by Paul Perry and an all round good production which pleases everybody alike evidences itself in this pleasing picture production.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

JESSE L. LASKY PRESENTS

Lila Lee



By James Oliver Curwood. Scenario by Monte M. Katterjohn. Directed by George Melford

ON his shoulder!—yes, and there's a pirate called Bad-Eye in this picture who is after that same human chart, and in order to outwit him, what does Grampun do

in

"SUCH A LITTLE PIRATE"

A Paramount Picture

—burns it off with a *candle flame ! !*

And a little girl called Lila Lee avenges him at the head of a murderous crew ! ! !

"THE HOME OF PARAMOUNT AND ARTCRAFT PICTURES"

PARAMOUNT THEATRE
BROADWAY AT FIFTH AVENUE
CONTINUOUS 11-11

JESSE L. LASKY PRESENTS

Lila Lee



in

"SUCH A LITTLE PIRATE"

A Paramount Picture

By James Oliver Curwood.
Scenario by Monte M. Katterjohn.
Directed by George Melford.

A gentle little lass with a sea-captain grandfather who spins wild yarns of buccaneer days—that is Lila Lee at the opening of "Such a Little pirate." But, say, before it's over, she's become a regular old-fashioned pirate, hunting hidden treasure at the head of a gang who would freeze the heart in your mouth! Talk about excitement—this picture is *some* dynamo ! !

PARAMOUNT THEATRE

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
th St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

TH T. THEATRE BROADWAY AND 77TH STREET
kawa, "Honor of His House."
s in "Riders of the Night."

HEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

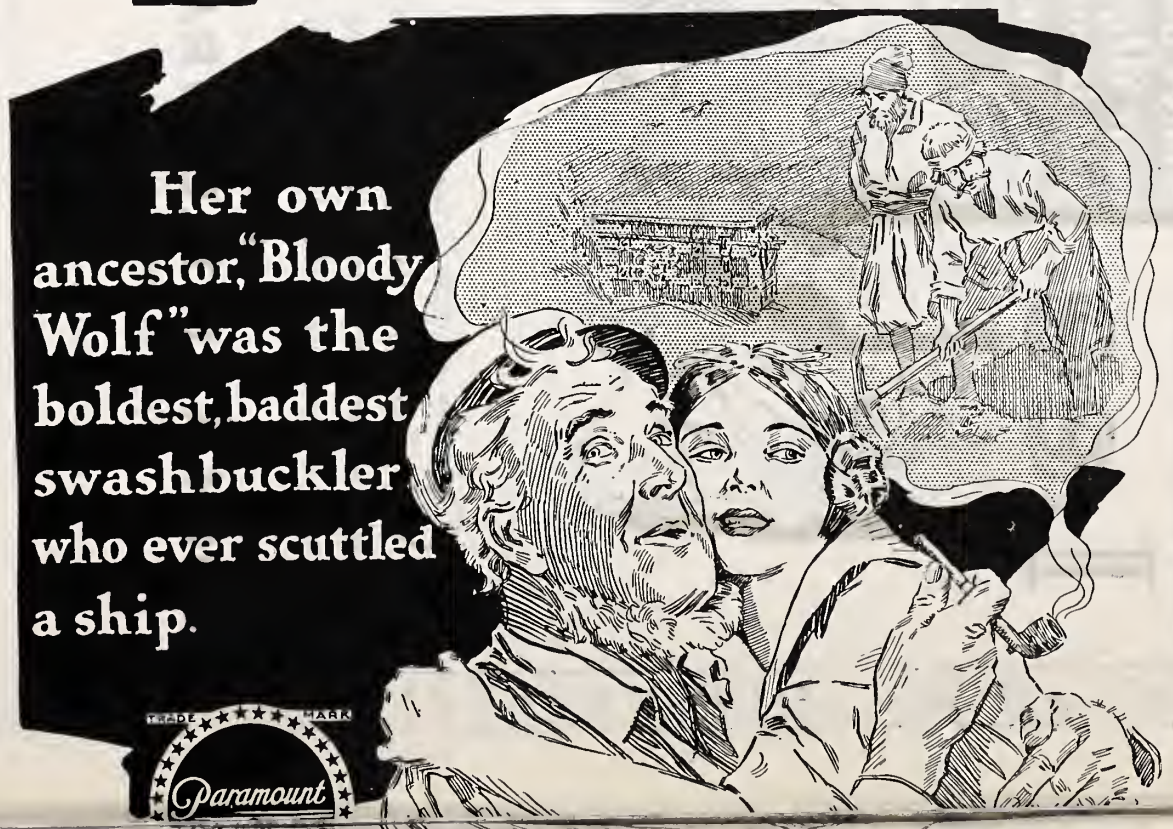
BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 116 Cathedral Parkway.
2 to 11 P. M.
VET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."

JESSE L. LASKY PRESENTS

Lila Lee



BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernan Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAD
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The So

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK

HOBOKEN

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
aston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Vestchester Av. & 161st St.
FANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1291 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

"Tarzan of the Apes," with J
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal
Cont
Henry B. Walthall in "Humde
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

in

"SUCH A LITTLE PIRATE"

A Paramount Picture

By James Oliver Curwood. Scenario by Monte M. Katterjohn. Directed by George Melford

A regular old-style pirate yarn, but with a very modern damsel right in the nub of it. There's a villain called Bad-Eye who tries to steal the map showing where the treasure is—but seeing that the map is tattooed on a *human shoulder !*—well, that's the plot, come and see it unravelled. And *don't forget the youngsters!*

"FOREMOST STARS, SUPERBLY DIRECTED IN CLEAN MOTION PICTURES"

PARAMOUNT THEATRE

BROADWAY AND FIFTH AVENUE *CONTINUOUS 11 TO 11*

UP AND DOWN
BROADWAY

In and Out
of the
Film Studios

PARAMOUNT ARTISTS

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Lila Lee's New Photoplay "Such A Little Pirate."

A Paramount Picture.

LOVE ADVENTURE? THEN SEE LILA LEE IN NEW PHOTOPLAY

"Such a Little Pirate" Charming Story for Dainty Young Paramount Star.

DO you love adventure and mysterious tales of buried treasure? Do you care for the joy of youth and the roar of the sea? If so, you will quite enjoy "Such a Little Pirate," Lila Lee's second Paramount picture which will be displayed at the ..... theatre next..... It was directed by George Melford, who is responsible for "The Cruise of the Make-Believes," in which this dainty little star made her cinema debut with so much success.

In this charming photoplay, Miss Lee is the granddaughter of an old salt who is the descendant of a pirate. On his arm is tattooed a map of an island where Spanish treasure lies buried. "Bad-Eye," a villainous seaman, attempts to copy the map, but the old sailor sears his arm with fire and destroys the marks, but Patricia, the girl, has a copy which later comes in handy. The voyage is a thrilling one and naturally, the treasure is found, but nearly lost through the machinations of "Bad-Eye."

There is an intelligent orang-outang in this photoplay, the animal playing a role with remarkable results, insofar as the development of the story is concerned. The colorful character of the story, the beauty of the island scenes, the situations aboard the vessel which is caught in a tropical storm—all form a thrilling background for the charming work of Lila Lee and her supporting company. Theodore Roberts, a veteran player, whose admirers is legion, plays the part of the old sailor, while Harrison Ford plays opposite to the star. Others in the cast are Guy Oliver, Forrest Seabury, J. Parks-Jones, and Adele Farrington.

DAINTY LILA LEE IS FINELY SUPPORTED IN HER NEW PICTURE

Capable Screen Players Seen in Film "Such a Little Pirate"

THERE are few photoplay stars who are so ably supported by talented screen players as is Lila Lee in "Such a Little Pirate," her second Paramount starring vehicle which will be shown at the .....theatre next ..... The play was directed by George Melford, and the scenario was prepared by Monte M. Katterjohn from the story by James Oliver Curwood, "Peggy, the Pirate."

Theodore Roberts has one of the most delightful roles imaginable, it is said, as the old salt who is a descendant of some old buccaneer of the days of the Spanish Main. In make-up alone, Mr. Roberts is the very spirit of sailordom, with the fringe of whiskers about his chin and his nautical gait.

Lila Lee is declared to be even more charming in her role as granddaughter of the old tar than in her first Paramount picture, "The Cruise of the Make-Believes," in which she scored so great a success recently. Harrison Ford is leading man. His previous work in Paramount pictures has stamped him as one of the most pleasing juveniles in the screen world.

Guy Oliver is excellent as a tough sailor with a startling physiognomy and he achieves a triumph in character make-up. Forrest Seabury, J. Parks-Jones, Adele Farrington and last, but by no means least, Joe, the clever simian who plays the part of Sinbad, the orang-outang, complete the cast, admitted to be one of the best ever assembled in any motion picture.

LILA LEE'S NEWEST PICTURE REVEALS MANY CONTRASTS

"Such a Little Pirate" Filled With Highly Dramatic Incidents.

THE remarkable contrasts, between the dainty sweetness and youth of Lila Lee, and a rollicking old grey bearded salt, between the dreams of a young girl and the bloody machinations of a cutthroat crew who are no less piratical in disposition because they are of present century instead of the days of the bucanneers—such contrasts make of "Such a Little Pirate," it is asserted, a most winning film subject.

This picture which will be shown at the .... theatre next.. ..is the second starring Lila Lee on the Paramount list, and is declared by experts to surpass even her first offering. The story is by Monte M. Katterjohn, based on a novel by James Oliver Curwood. George Melford did the directing. The marine scenes were taken at Catalina Island, aboard an old boat that has now been seized by the United States Government.

An interesting scene is that in which the old hooker is caught in a tropical storm. A fine cast surrounds the lovely little star and there is every reason to believe that the production will create a tremendous hit among those who are the lookout for freshness, beauty and originality, as well as picturesqueness in plot and character. Paul Perry was photographer and Claude Mitchell assisted Mr. Melford in the direction.

FAMOUS PLAYER IS THEODORE ROBERTS

Has Splendid Role in Picture "Such a Little Pirate"

THEODORE ROBERTS is one of the most famous actors in America. All lovers of fine acting should see him in "Such a Little Pirate," the second picture in which Lila Lee is starred, and which will be shown at the .... theatre next ..... In that fanciful and adventurous story Mr. Roberts plays a great-hearted old sea-dog, one Obadiah Wolf, a direct descendant of "Bloody Wolf," an old-time pirate who used to sail the Spanish Main. Obadiah Wolf lives with his beautiful little grand-daughter, Patricia Wolf, in a small seaport town, and the two are great pals. The characterization of Obadiah Wolf stands out as one of the best in the long line of unique screen creations that Mr. Robert has given us recently.

Has Her Hands Full

BEAUTIFUL little Lila Lee certainly has her hands full in "Such a Little Pirate," the second Paramount Picture in which she appears at the ..... theatre this week. Not only does she play a difficult part well, bringing out all the charm of the character of Patricia Wolf, whom she impersonates in the story, but she also commands a ship, leads an attack against men who are about to kill her grandfather, and she plays quite a number of scenes with Sinbad, a giant and fierce looking orang-outang, who has an important part in the picture.

FINE PLAYERS IN THIS PHOTOPLAY

Lila Lee Splendidly Supported in "Such a Little Pirate"

A decidedly strong cast supports Lila Lee in her next Paramount Picture. So great was the success of the beautiful little star in her first picture, "The Cruise of the Make-Believes," that it is certain that she will be given a great reception when she appears is her second screen vehicle at the ..... theatre next ..... Theodore Roberts, Harrison Ford and Guy Oliver, head the supporting cast and others who do good work are Forrest Seabury, Parks-Jones, Adele Farrington and Sinbad, the last mentioned being the cleverest orang-outang actor that ever appeared on the screen.

Skilled Director

THE skill of Director George Melford and his ability to bring out the humorous and human interest points of a story are well exemplified in "Such a Little Pirate," Lila Lee's new Paramount Picture, which is being shown at the ..... theatre this week. It was Director Melford who directed Miss Lee's first starring vehicle "The Cruise of the Make-Believes," and the great success of that picture was due in no small part to his admirable handling of the story. In this new picture he has taken a story of even greater appeal, which was adapted for the screen by Monte M. Katterjohn from James Oliver Curwood's famous story, "Peggy, the Pirate," and the result is a picture that is bound to please the host of admirers who have come to know Lila Lee in the short time she has been before the screen public.

CURWOOD IS FAMOUS AMERICAN WRITER

His Story Is Basis of Picture "Such a Little Pirate"

JAMES Oliver Curwood, who wrote "Peggy, the Pirate," from which Lila Lee's new starring vehicle, "Such a Little Pirate," has been adapted by Monte M. Katterjohn for screen use, is a writer who is well known to American readers. Mr. Curwood's many stories have won him a large following among the American magazine and book reading public, and the many readers of "Peggy, the Pirate," will welcome a chance to see Patricia Wolf, the charming heroine, portrayed on the screen by the beautiful little Lila Lee.

Miss Lee's sudden rise to fame has been one of the most extraordinary happenings of the year in the screen world, and she has fully lived up to the elaborate things that were predicted for her by her admirers. "Such a Little Pirate" will be shown at the ..... theatre on ..... next.

Capable Photographer

PAUL Perry has achieved a camera triumph in the making of "Such a Little Pirate," Lila Lee's second Paramount Picture which is being shown at the ..... theatre this week. The scenes aboard the pirate ship, and on the island where little Patricia Wolf and Rory O'Malley go to find the hidden treasure, are exceedingly well filmed. It was Paul Perry who photographed Lila Lee's successful first picture, "The Cruise of the Make-Believes." George Melford directed "Such a Little Pirate," and Claude Mitchell assisted him.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"SUCH A LITTLE PIRATE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
1 Star Stock, 24 sheet
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Such a Little Pirate"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Madam:—

We beg to announce that Lila Lee, the beautiful Paramount star will be seen in her second photoplay "Such a Little Pirate," at our theatre on ..... next.

Miss Lee, beautiful and talented, sixteen years old, was for years a favorite in vaudeville and well known as "Cuddles." She is a new star in the silent drama, with abilities and personal charms of that delectable quality which will soon make her name famous wherever motion pictures are exhibited.

In this photoplay, Miss Lee plays the part of a romantic girl who goes treasure hunting with realistic and dramatic results. There is not an uninteresting moment in the picture, the story of which is unusually entertaining. All who saw this dainty star in "The Cruise of the Make-Believes," her initial starring vehicle, will find this picture most captivating.

We gladly recommend this attraction, confident that it will sustain every promise made for it. Hoping you will afford us the pleasure of extending our courtesies during its display at our theatre, I remain,

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Such a Little Pirate"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are delighted to announce that Lila Lee, the young, beautiful and talented motion picture star, will be seen in her second Paramount screen offering, "Such a Little Pirate," at our theatre next..... This should attract our clientele without exception.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Dainty Lila Lee, one of the youngest and most talented actresses in the silent drama, known for years in vaudeville as "Cuddles," will be seen in her second photoplay, "Such a Little Pirate," at our theatre next..... This is a splendid offering and should please our patrons immensely.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "Such a Little Pirate" the superb Paramount photoplay which is the second starring vehicle for Lila Lee, the young and brilliant star, will be shown at our theatre today. It is needless to remind you that you will be wise to come early if you desire good seats.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

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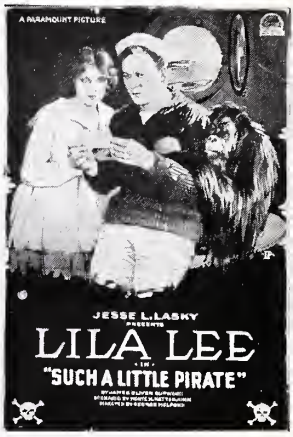
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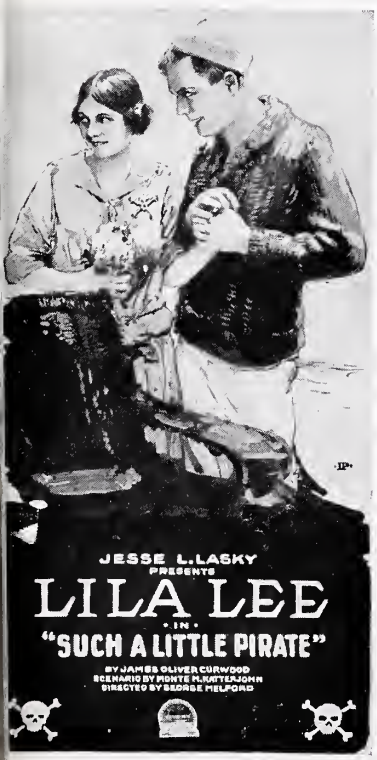
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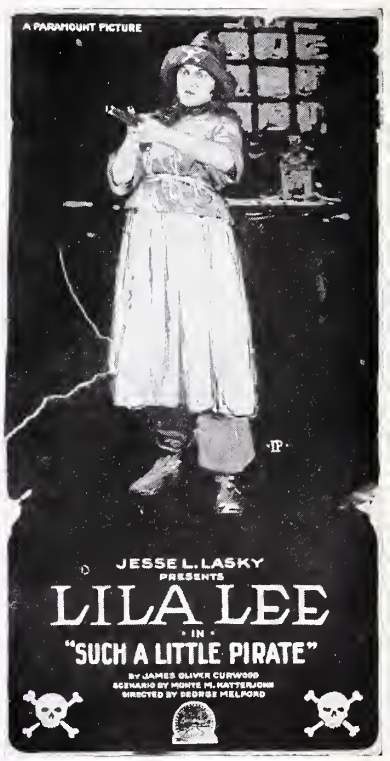
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Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

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Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 22

My Cousin

Scheduled Release Date: **17 Nov 1918**

How to Advertise

ENRICO CARUSO

IN

"My Cousin"

An ARTCRAFT Picture



Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
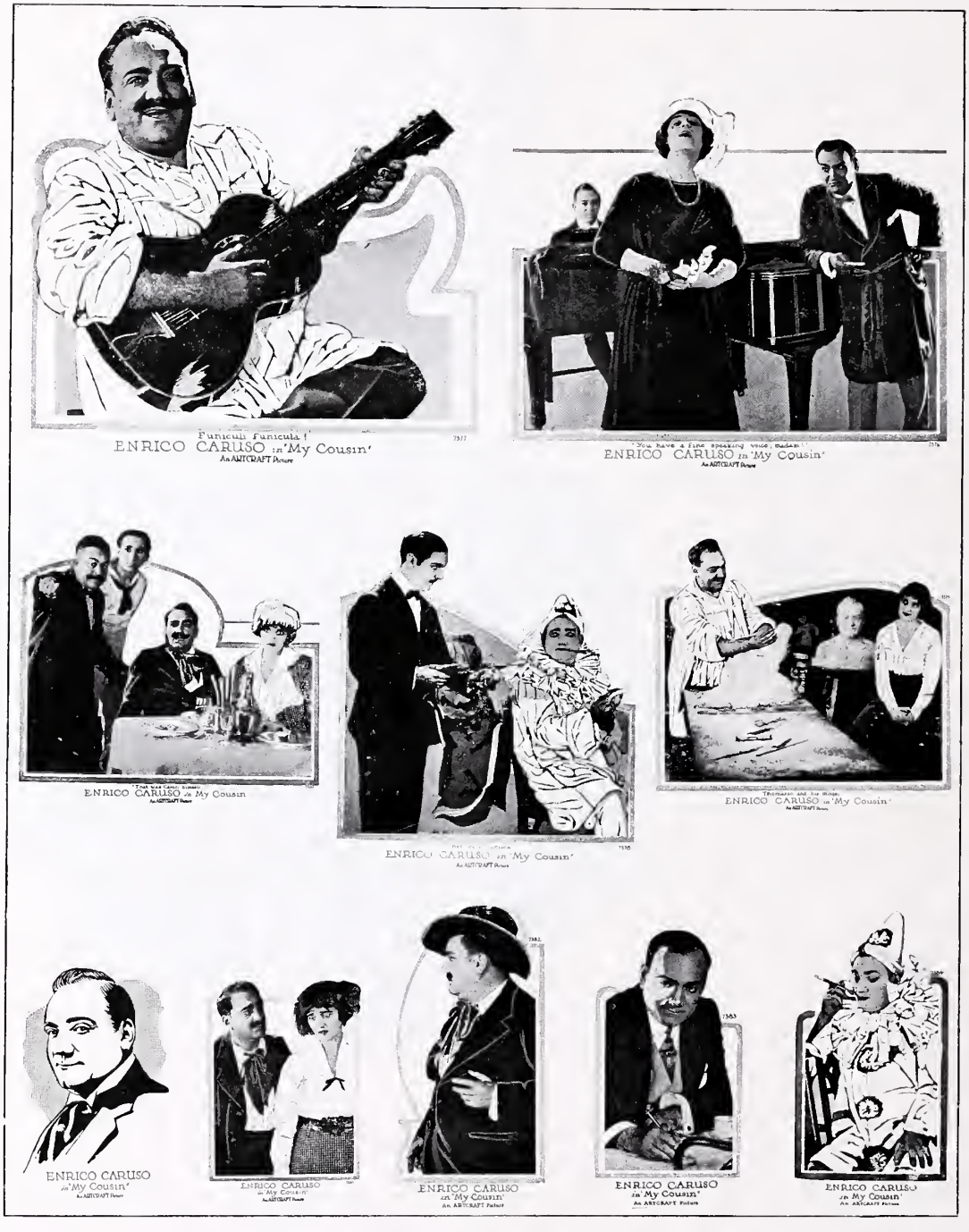
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

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Enrico Caruso in "My Cousin"



ISSUED IN SETS OF TEN, CONSISTING OF

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CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

Notes of Value on Enrico Caruso and His Photoplay "My Cousin"

ENRICO CARUSO, FAMOUS TENOR.

THE most commanding figure in the operatic world today is Enrico Caruso, world-famed tenor, for many years the chief artist of the Metropolitan Opera Company in New York. Mr. Caruso is as capable a dramatic actor as he is a singer and his genius for dramatic portrayals qualifies him exceptionally for screen work. The recent announcement that the great singer was to appear in at least two Artcraft pictures during the current season caused no end of discussion in art centres as well as among the general public. Is Signor Caruso screenable? From the standpoint of cinema art, can he logically and successfully sustain a screen characterization? In his first photoplay, written especially for him, both questions are answered emphatically in the affirmative. Signor Caruso has acquitted himself in "My Cousin," in which he plays dual roles, admirably, and it is predicted by those who know, that his debut in motion pictures will create a sensation no less decisive in its way than that made by him years ago when the magic of his unsurpassable voice thrilled the operatic world.

THE AUTHOR

THE author of "My Cousin," the first photoplay in which Signor Caruso makes his cinema debut, is Margaret Turnbull, one of the best known screen writers in the country. Mrs. Turnbull has written many stories for the screen and they invariably have been highly successful. She has done capital work in "My Cousin," the story affording the great singer dual roles roles of exceptional power and interest.

THE DIRECTOR

EDWARD JOSE, who directed Signor Caruso in "My Cousin," is a director of exceptional skill and talents, who is responsible for many photoplay successes, notably those starring Mme. Lina Cavalieri. Mr. Jose is a trained actor, stage director and cinematographist, so that he is splendidly adapted for the work in which he is engaged. In the production of "My Cousin" he was capably assisted by W. J. Scully.

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Paper and Slide
Back Cover
Latest Releases

AN ABSORBING STORY

MARIO NANI is a poor artist who makes models for plaster casts and whose proud boast is that he is a cousin of Cesare Carulli, the great tenor, whom he greatly resembles. Mario loves Rosa Ventura, cashier in a restaurant, and although she flirts occasionally with Bombardi, proprietor of a fruit and vegetable stand, she really loves Mario. Mario takes her to the opera one day and Bombardi becomes furiously jealous. He ridicules Mario's claim of relationship with the great tenor. Carulli is accorded a magnificent reception and after the opera he goes in disguise to a restaurant where Mario is drinking wine and vowing his love for Rosa. Mario proposes a toast to Carulli, whereupon the tenor rises to leave the restaurant. When he passes Mario, the latter offers him a glass of wine to drink to the toast, but Carulli refuses the tender and quits the place. Mario learns that the stranger was Carulli himself, and Bombardi alleges triumphantly that Mario's alleged relationship to the tenor is false, else he would have recognized the great man. Rosa becomes angry at Mario and refuses to listen to his vows of love. Mario calls upon Carulli on the following day and believing Mario desires to try out his voice, Carulli consents. Mario bungles the effort whereupon Carulli orders him ejected from the apartment. When Ludovico, a boy, hears of Mario's sorrow, he goes to Carulli's home and reveals the truth to him. Carulli seeks Mario and orders him to complete the bust of him he had started. This establishes Mario's position as the tenor's cousin and despite the protestations of Bombardi, Rosa gives her heart to Mario.

CAPABLE SUPPORT

SIGNOR CARUSO is splendidly supported in "My Cousin." His leading woman is Carolina White, a famous soprano, and a delightful actress. Henry Leone has a strong role and others in the cast include Joseph Ricciardi, A. G. Corbelle, Bruno Zirato and Master William Bray. The minor roles are in good hands.

SPECIAL FEATURE ARTICLE

To Be Used by Exhibitors in Their House Organs or by Editors Who Desire Original Stories on Enrico Caruso or "My Cousin."

An Artcraft Picture

To Lunch With Enrico Caruso, World-Famed Tenor, Is Not an Everyday Adventure to be Easily Forgotten

You Never Saw Eggs Cooked as He Orders Them, Nor Chickens Nor Potatoes Prepared by His Recipe, Nor Have You Ever Smelled such Odorous Cheese—Star Loves Fruit and Plenty of It

TO be invited to lunch with Signor Enrico Caruso is not an everyday adventure, and not one to be forgotten easily. You will be pleased because you would rather hear him talk and watch his facial expressions than to eat a long ponderous luncheon. While you are listening to the great tenor the waiter appears with two cocktails. Caruso lifts his and drinks to your health.

Perhaps you ask him if he is not afraid of ruining his voice, and then he laughs at you. You never saw eggs cooked the way he has ordered them for a first course. You never heard of a salad made this way and out of these things. You never knew there was still another way to cook a chicken, and you aren't sure that you are eating potatoes, although they look very much like the common garden variety dressed up in a new style. But corn on the cob! Caruso does not eat it in public. He says it is a delectable fruit which should be consumed only in one's boudoir, or bath tub.

Caruso is a connoisseur of wines and cheeses. He will introduce to you strange odorous cheeses that you never knew existed, and if you are not well acquainted with wines you will believe that the amber liquid he ordered is as harmless as tonic—until later. He eats fruit, and then more fruit. When he has eaten all the fruit he wishes, he drinks black coffee and brandy.

Again you ask him if he is not fearful of ruining his voice. He says: "Bah! Have I not told you that I never pet it? It is a strong voice—look—pound!" And he insists that you strike his chest with all the force you can muster and he laughs at your efforts to make an impression.

"The moving picture work gives me a hunger," he explains when his new occupation is mentioned to him. At the Famous Player studio, where Mr. Caruso was engaged in the making of his first picture, "My Cousin," the property men and scene shifters all knew his habit of eating fruit between scenes, and Mr. Caruso was never at a loss for someone to run out and buy a new supply.

A restaurant scene in the new Caruso picture, "My Cousin," which will be shown at the ..... Theatre next ....., shows the great tenor in the act of eating spaghetti in the natural Italian fashion. "It was more like play than work," he laughed. "The whole picture was a unique pleasure for me, and I enjoyed every minute of it."

Mr. Caruso is now engaged in the making of the second picture for the Famous Players-Lasky Corporation, and this may be the last, before the opening of the opera season.

After signing his contract with the Famous Players-Lasky Corporation the noted tenor made a tour of the Famous Players-Lasky offices and was surprised at the immensity of the business institution handling the sales and production of Paramount and Artcraft pictures. Accompanied by Adolph Zukor, President of the Company, and Mr. Lasky, Mr. Caruso was then taken to the studios in New York and New Jersey where he viewed the activities of Marguerite Clark, Elsie Ferguson, Billie Burke, John Barrymore and other stars of the company.

It was pointed out that Mr. Caruso's final decision to accept a motion picture contract was largely prompted by a patriotic motive. His usual summer engagements in Europe seemed cut out of the question because of war conditions there and rather than spend these months in idleness the celebrated star of the opera expressed particular pleasure at the opportunity of being busily engaged in artistic endeavor, and incidentally turning over to the Government a large sum of money in the way of income and film taxes as a result of his activities before the motion picture camera.

Although the terms of the contract are not available it is understood that the amount of money involved in the agreement is tremendous. Mr. Caruso will appear in at least two pictures during the season, which were produced conjointly at the New York or the Fort Lee studio of the Famous Players-Lasky Corporation.

CAST AND STORY OF "MY COUSIN"

For Use of Exhibitors in Their House Organs or For General Publicity

An Artcraft Picture

Delightful Story Provided for Enrico Caruso's First Appearance in Artcraft Pictures "My Cousin"

Famous Tenor Plays Two Roles in Photoplay Both of which Are Dramatic and Afford Celebrated Operatic Star Abundant Opportunities for the display of his Genius as Actor

MARIO Nanni, a poor artist who makes models for plaster casts, is employed by Luigi Veddi. He is a kindly man and much loved in Little Italy. Mario is proud of being the cousin of Cesare Carulli, the famous tenor, although he has not seen the latter since he was a child. Mario loves Rosa Ventura, the cashier in her father's restaurant, and although she flirts occasionally with Bombardi, proprietor of a fruit and vegetable stand, she shows a decided preference for Mario. Her father however, favors Bombardi, who has a good bank account, and he cannot see how Mario's cousinship with the great Carulli, can keep the spectre of starvation from his door.

Mario buys two seats to the opera one day, and Bombardi, stunned by such munificence, openly casts doubt upon Mario's relationship to the great tenor. Rosa, however, accompanies Mario to the opera and Bombardi's jealous soul is stirred to its depths. Carulli is given a great reception at the performance of "Pagliacci," and when the tenor provides seats for a number of Italian sailors, enthusiasm is unbounded. After the opera, Mario takes Rosa to a restaurant where they meet the sailors. Carulli, attired in old clothes, comes later and none recognizes him as he takes a side table and watches the others unobserved.

"MY COUSIN"

The Cast

Mario Nanni, as Artist } Cesare Carulli, a Tenor } Enrico Caruso
Robert Bombardi — Henry Leone
Rosa Ventura, Carolina White
Pietro Ventura, — Joseph Ricciardi
Luigi Veddi ... A. G. Corbelle
Secretary ..... Bruno Zirato
Ludovico — Master William Bray

Emboldened by the wine he has drunk, Mario asks Rosa to marry him when his prospects improve and she assents. He suggests a toast to Carulli and all start to drink. Carulli rises to leave. In passing Mario the latter offers him a glass, but he declines it and indicates clearly that he has little love for the famous tenor. Mario is abashed, and consternation seizes him when he learns that the stranger was Carulli himself. Bombardi triumpantly declares that Mario's alleged relationship to the tenor is false, inasmuch as Carulli had failed to recognize him. Rosa becomes angry at Mario and refuses to listen to him, while the others laugh at him.

Mario calls upon Carulli the next day, carrying a cast of the tenor's head. When he is finally admitted to Carulli's presence, he fails to give a coherent reason for his visit, and Carulli is convinced that Mario seeks to have his voice tried out. But Mario makes such a bad job at his vocal effort, that Carulli orders him to be thrown out of the place. In his confusion, Mario leaves his cast behind and it is later found by Carulli and greatly admired. Mario returns home greatly discouraged and that night he nearly comes to blows with Bombardi who insults him. He is ordered out of the restaurant by Ventura and there is a scene of great excitement.

When Ludovico hears of Mario's distress, he seeks Carulli and when the tenor hears the boy's story, he goes with him to Bombardi's stand to vindicate him. Meanwhile Bombardi seeks to kiss Rosa while they are walking in the street and when Mario witnesses this he gives Bombardi a thrashing, and then takes Rosa to his studio. Carulli arrives with Ludovico and orders him to finish his bust. At last Mario's position as the tenor's cousin is established and he and Rosa happily embrace.

PRESS REVIEW OF "MY COUSIN"

To Be Sent to the Newspapers Immediately After the First Showing of Enrico Caruso's First Photoplay

An Artcraft Picture

Enrico Caruso, Famous Tenor, Scores Heavily in His First Artcraft Photoplay "My Cousin"

World Famed Opera Star Plays Two Roles With Remarkable Effect in What Is Conceded to be One of the Strongest Photoplays Shown Here in Many Weeks

APPEARING to excellent advantage in his first photoplay produced by Artcraft, Enrico Caruso, the famous tenor, scored a decisive hit in "My Cousin," at the ..... theatre yesterday. Mr. Caruso was visualized to many in the audience for the first time, and while they were aware that he was the world's premier tenor, few realized that his talent for mimetic presentation was almost on a par with his marvellous voice. Mr. Caruso is decidedly a good actor, as his double portrayal in this great picture amply proves.

The story of the picture is an attractive one. Mario Nanni is a poor artist who makes models for plaster casts. He is a kindly man and much loved in Little Italy. Mario is proud of being the cousin of Cesare Carulli, the famous tenor. Mario loves Rosa Ventura, the cashier in her father's restaurant, and although she flirts occasionally with Bombardi, proprietor of a fruit and vegetable stand, she shows a decided preference for Mario.

Mario buys two seats to the opera one day, and Bombardi, stunned by such munificence, openly casts doubt upon Mario's relationship to the great tenor. Rosa however, accompanies Mario to the opera and Bombardi's jealous soul is stirred to its depths. Carulli is given a great reception at the performance of "Pagliacci," and when he provides seats for a number of Italian sailors, enthusiasm is unbounded. After the opera, Mario takes Rosa to a restaurant where they meet the sailors. Carulli, attired in old clothes, comes later and none recognizes him as he takes a side table and watches the others unobserved.

Emboldened by the wine he has drunk, Mario asks Rosa to marry him when his prospects improve and she gives her consent. He suggests a toast to Carulli and all start to drink. Carulli rises to leave. In passing Mario the latter offers him a glass, but he declines it. Mario is abashed, and consternation seizes him when Bombardi triumphantly declares that Mario's alleged relationship to the tenor is false, inasmuch as Carulli had failed to recognize him, while the others laugh at him.

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The photoplay was finely produced by Edward Jose and the cast of players appearing in Mr. Caruso's support, was all that could be desired. The leading woman was Caroline White, a dramatic actress of merit, and others in the support included Henry Leone, Joseph Ricciardi, Master William Bray and others.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

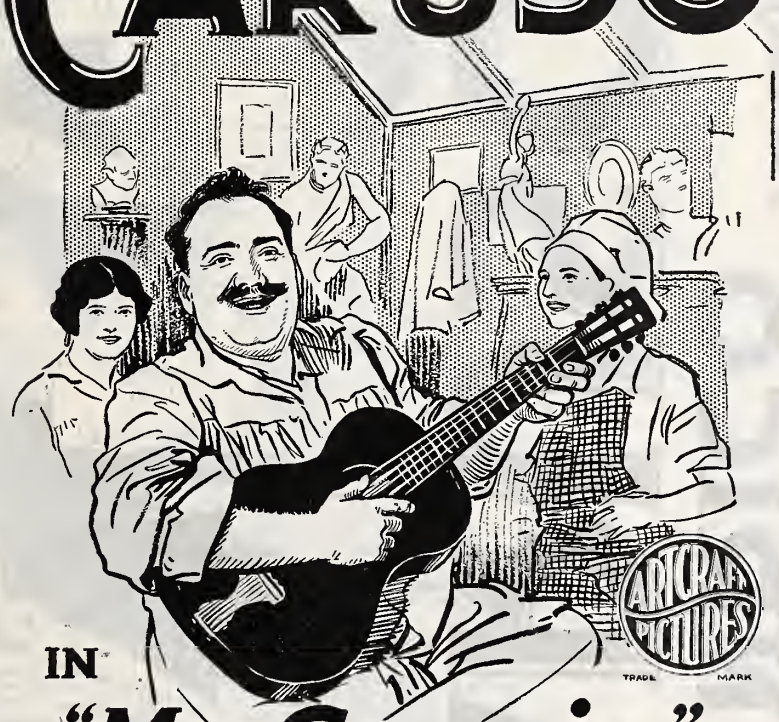
was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

The world's greatest tenor

ADOLPH ZUKOR Presents

To-day! ENRICO Now!

CARUSO



IN "My Cousin"

An ARTCRAFT Picture

Story and Scenario by Margaret Turnbull

Directed by Edward Jose

Caruso is a lover in his first picture!

YES, Enrico Caruso, the greatest singer-actor in the history of this planet has at last consented to go into motion pictures. In "My Cousin" he takes the role—to the life you bet—of a famous tenor.

Being a genious he also takes *another* role in the same picture, namely, that of a poor sculptor, who falls desperately in love with his beautiful model. Caruso looks like a different man in each role, yet you have a feeling of the same mysterious brilliance underlying both. A picture to SEE—SEE IT!

"THE HOME OF PARAMOUNT AND ARTCRAFT PICTURES"

ARTCRAFT THEATRE

CASTLE SQUARE *CONTINUOUS 11-11*

See the world's greatest tenor

ADOLPH ZUKOR presents—

ENRICO CARUSO



IN "My Cousin"

An ARTCRAFT Picture

Story and Scenario by Margaret Turnbull

Directed by Edward Jose

The immortal Caruso in a motion picture at last!

YES, a Caruso picture at last. The immortal singer-actor moves before your eyes. You would have to pay five or ten dollars to see him equally well at any metropolitan opera house.

Enrico Caruso, immortal son of Italy has acted before all the rulers of the world, Kings, Presidents and Queens—has thrilled by gesture and song ten thousand cities—every bit as great an actor as singer—see him in "My Cousin."

ARTCRAFT THEATRE :: NOW!

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

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h St. to 42d St.

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er—The Beast of Berlin"

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Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

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Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

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Cont. 12 Noon to 11 P.M.
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THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T H T THEATRE BROADWAY AND 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

HEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 16 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
oston Forbes-Robertson
asks and Faces."

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Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
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TH CLIFFORD
E GUILT OF SILENCE"

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RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

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iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

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RIUM 1295 Fulton Street.
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AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

See the world's greatest tenor

ADOLPH ZUKOR Presents

Now! **ENRICO CARUSO** To-day!



IN

"My Cousin"

An ARTCRAFT Picture

Story and Scenario by Margaret Turnbull
Directed by Edward Jose

Caruso's first picture

Also "Hints for Housewives"
Paramount-Bray Pictograph

Paramount—Burton Holmes Travel Picture

IN this—his first appearance on the screen—Caruso takes a double role. In one minute he is a famous Metropolitan tenor, at the next he is a poor sculptor.

In the second character he has to fall in love with his model—*some* model, boys—and believe us Enrico Caruso makes love to her as he would to some great opera belle in the glare of the footlights beneath the Diamond Horse-shoe at the Metropolitan Opera House in New York.

Caruso is as great an actor as a singer, brimful of vitality, infectiously happy. See him in "My Cousin."

"FOREMOST STARS, SUPERBLY DIRECTED IN CLEAN MOTION PICTURES"

ARTCRAFT THEATRE

CASTLE SQUARE *CONTINUOUS 11-11*

UP AND DOWN BROADWAY

In and Out of the F'l... St...

BELOW 14TH

NEW STAND EAST BR... & MARK...
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon...
FRANK KEENAN in "LOAI...
4th Epis. "THE WOMAN IN...

ST. MARKS 133 Sec...
CARLYLE BLACKWELL in...
OUT." "THE EAGLE'S...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 16 "THE MYSTE...

M. & S. Theat...

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Francis X. Bushman & B...
in "With Neatness and...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

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"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Clin...
DOROTHY DALTON in "...
Mack Sennett Comedy. "It Pa...

PALACE 133 Es...
Pauline Frederick, 'Mrs. D...
5th Epis. 'The Woman ...

SUNSHINE 141 E...
Edith Storey, 'Treasure...

WACO 118 Riv...
Elsie Ferguson, "The Sc...

STAPLETON...

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A...

NEWARK, N...

"Tarzan of the Apes," with ...
A Sidney Drew Com...

HOBOKE...

STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S...
in "THE ...
"A SON OF DEMOCR...

ORPHEUM KITTY ...
in "THE PU...
Tmw—MAE MARSH in "Field...

ROCKAWAY B...

NEW THEATRE HAMMEL... ROCKAW...
OLGA PETROVA In "T... WITH...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face ...

Stuyvesant Heights

COLONIAL BROAD... ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadwa...
Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hals... Con...
Henry B. Walthall in "Humd...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey &...
Cont. 1...
Margery Wilson in "Flames...

Ridgewood Secti...

Broadway Theatre
Wacon

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "My Cousin."

An Artcraft Picture

ENRICO CARUSO HAS DUAL ROLES IN "MY COUSIN"

Famous Tenor Seen to Exceptional Advantage in His First Photoplay.

IN the photoplay written especially for his cinema debut under Artcraft auspices, Enrico Caruso, the celebrated tenor, plays two roles, one being Cesare Carulli, a singer, and the other Mario Nanni, an artist who makes models for plaster casts. These two characters are the principal figures in the story of "My Cousin" which will be shown at the ..... theatre next .....

As Mr. Caruso appears simultaneously as Carulli and Nanni, he playing opposite to himself frequently, multiple photography necessarily was employed for the purpose. It is said that the synchronism of action in these scenes is perfect, and that at times the effect is most startling. The situations of this photoplay are said to be highly dramatic and filled with stirring heart appeal.

Mr. Caruso is supported by an excellent cast of players. Chief among these is Caroline White, an opera singer and actress of signal merit. Miss White is a Boston girl and made her debut in grand opera in Naples in 1910. It is said that she plays the part of Rosa Ventura, a cashier in a restaurant, with splendid artistry. The support generally is of a high order of merit, the result being a most charming picture.

The story of "My Cousin" is one of unusual interest and the situations are said to be highly effective. The photoplay was directed by Edward Jose and the scenario was written especially for Mr. Caruso's debut by Margaret Turnbull.

CAROLINA WHITE ENRICO CARUSO'S LEADING WOMAN

Famous American Soprano Has Fine Role in Photoplay "My Cousin."

CAROLINE White, famous beauty of the opera and concert stage, was engaged by the Famous Players-Lasky Corporation to appear opposite to Enrico Caruso, the world renowned tenor, who will appear in "My Cousin," his initial Artcraft picture, at the ..... theatre next .....

Miss White is a Boston girl and made her debut as an opera singer in the San Carlos Opera House at Naples, Italy, in 1910. She was engaged later by the Chicago Opera Company where she created the role of "Minnie" in "The Girl of the Golden West." In 1912 at the Metropolitan Opera House she created the leading roles in "The Secret of Suzanne" and "The Jewels of the Madonna," the latter having scored one of the greatest successes of modern Italian opera.

Associated with the Chicago Opera Company for six years, Miss White travelled extensively with the result that she is prominently known as a most successful concert singer throughout the country. She is a striking brunette and at all times is taken for an Italian, although an American by birth. Her appearance in the Caruso production will further enhance the value of this wonderful attraction in which the internationally famous tenor makes his motion picture debut.

The important work of staging the first Caruso Artcraft picture was in the hands of Edward Jose, well known as one of the most capable directors of the Famous Players-Lasky organization. Among the Paramount triumphs directed by Mr. Jose are the Lina Cavalieri films, "A Woman of Impulse," and "Love's Conquest," and the Pauline Frederick pictures, "Fedora" and "Resurrection."

SOCIETY GIRLS OF NEW YORK FILMED IN CARUSO PICTURE

Famous Tenor Sings to Large Audience of "Extras" in "My Cousin."

SIGNOR ENRICO CARUSO has sung before larger but not more appreciative audiences than the one which listened to his "Pagliacci," during the filming of his first Artcraft photoplay, "My Cousin," which will be shown at the ..... theatre next ..... Several thousand persons gathered at the Manhattan Opera House stage entrance in New York early one morning, and waited in a hot July sun for several hours in order to catch a glimpse of the great tenor when he alighted from his car.

Three hundred "extra" persons arrived in gowns that bore no less than Fifth Avenue trade marks, and many of these "extra" persons came in their own cars and taxies and brought their maids. It was not really a mob of "extras" of the usual type, but a bevy of beautiful girls and women who felt glad to be filmed in the Caruso picture and who did not feel unfamiliar with their surroundings.

They rose and applauded the tenor when he entered, and although Edward Jose, the director, told them to be quiet, they forgot the instructions many times and burst into wild applause. Mr. Caruso sang three times for them, while the cameras could be heard clicking during the pauses, but no other noise broke the silence until the last note died on his lips and with one accord the "extras" rose, and shouts of "bravo" filled the theatre. Mr. Jose ran down the aisle with his megaphone shouting "fine, fine, now we'll do it all over again and get this in the picture."

After the work was over Mr. Caruso received his friends on the stage. Mr. Caruso is finely supported in "My Cousin," his leading woman being Caroline White, an opera singer of international fame.

MR. CARUSO BRINGS SUCCESS TO FRIEND

Famous Star of "My Cousin" Repays Old Score

WHEN Enrico Caruso was a struggling artist in Italy, he was befriended by a young man who is now manager of an Italian restaurant on the East Side of New York. When Mr. Caruso became famous, he recalled the man who befriended him and he made it a point to dine at his restaurant whenever he could.

The result was that when it became known that the famous tenor dined at this restaurant, the place became the Mecca for all of the great singer's admirers. Of course, everybody came to see Mr. Caruso eat sphagetti of which he is quite fond, but however that may be, the man who befriended the singer in the days of his adversity, has enjoyed beneficient prosperity as a result of Mr. Caruso's considerate course.

Mr. Caruso will be seen in his first Artcraft photoplay, "My Cousin," in which he plays dual roles, at the ..... theatre next ..... The picture is said to be an excellent one. It was written by Margaret Turnbull and directed by Edward Jose.

"My Cousin" a Success.

WHEN Enrico Caruso's first Artcraft picture, "My Cousin," which is on view at the .... theatre this week, was presented, it scored a decided success. The great tenor plays two parts in the production and his acting proves him an actor of ability. The picture is well worth seeing.

FAMOUS HORSESHOE SHOWN IN PICTURE

Enrico Caruso's "My Cousin" Has Most Notable Scene.

UNDER the direction of Edward Jose, Enrico Caruso and his company engaged in the filming of "My Cousin," the great tenor's first picture for Artcraft, which will be shown at the ..... theatre next ....., went to the Metropolitan Opera House for a number of interior scenes. About five hundred extras were used in the making of scenes with the world famous "diamond horshoe" and balconies as background.

The remainder of the shots for this series of scenes were made at the Manhattan Opera House, due to the fact that the stage of the Metropolitan was utilized for other purposes, chiefly the painting of scenery for next year's production. About forty members of the Metropolitan chorus took part in the scene from "I Pagliacci," which was reproduced on the stage of the Manhattan. The support provided for Mr. Caruso is exceptionally fine, his leading woman being Carolina White, a famous opera singer.

Caruso Sings 'Yankee Doodle'

DURING the filming of "My Cousin," in New York recently, Enrico Caruso, the famous tenor ,who will be seen in that great Artcraft production at the ..... theatre next ....., sang "Yankee Doodle" to a large audience. When he finished, the audience rose en masse and, standing upon the seats, cheered him for five minutes. Many of the scenes of "My Cousin," were photographed in the Metropolitan Opera House, New York, with the famous "diamond horseshoe" as the background. The picture is one of the finest issued under the Artcraft trade mark in many months.

ENRICO CARUSO HAPPILY WEDDED

Famous Tenor to be Seen Here in "My Cousin."

DURING the filming of his first Artcraft photoplay, "My Cousin," which will be displayed at the ..... theatre next ....., Enrico Caruso, the famous tenor, won for his bride, Miss Dorothy Park Benjamin, daughter of a well known patent lawyer. The wedding ceremony was performed at the Marble Collegiate Church, and the event proved a surprise to the friends of the happy couple.

Mr. Caruso was too busy with his premier photoplay to go on a honeymoon tour. To the reporters who camped on the trail of the couple for days, Mr. Caruso said he was the happiest man in the world, while the bride, —well she refused to be quoted at all. Of course, the event made a great sensation in musical and social circles.

In his first photoplay, Mr. Caruso plays a double role and many of his scenes are said to be exceedingly thrilling. The reputation of Mr. Caruso as an artist doubtless will attract immense audiences whenever "My Cousin" is presented. His leading woman is Carolina White, a famous American soprano, widely known on the operatic and concert stage.

Enrico Caruso in Pictures.

THE appearance of Enrico Caruso, the famous tenor, in Artcraft pictures, was the occasion for immense crowds at the ..... theatre this week, where his first photoplay, "My Cousin," is on view. It is a splendid photoplay in which Mr. Caruso plays two roles with consummate skill. It may fairly be said that Mr. Caruso's advent in motion pictures is a success from every standpoint.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"MY COUSIN"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
1 Star Stock, 24 sheet
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

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FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "My Cousin"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:—

Permit us to announce that Enrico Caruso, the distinguished tenor, and perhaps the most commanding figure in the operatic world today, will be seen in his initial Artcraft photoplay, "My Cousin" at our theatre on ----next.

Mr. Caruso is not only the greatest tenor of modern times, but he is an actor of exceptional ability, as his work in this superb photoplay amply proves. The story deals with the fortunes of a poor artist and a successful tenor, two characters diametrically opposed to each other, but which are marvels of mimetic art in Mr. Caruso's hands.

The photoplay was written by Margaret Turnbull and directed by Edward Jose. It is said by critics to be one of the finest pictures from every standpoint issued this season. That it affords Mr. Caruso abundant opportunities for the display of his brilliant talents, is readily conceded.

We think this presentation will mark an epoch in the history of our theatre, and we earnestly urge your attendance at some time during its display at our playhouse

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "My Cousin"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to announce that Enrico Caruso, the celebrated tenor, will be seen in his first Artcraft picture, "My Cousin," written especially for him by Margaret Turnbull, at our theatre next ..... This is a charming photoplay and inasmuch as the famous vocalist makes his cinema debut therein, it should be a super-attraction at our playhouse. Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It is not often that the manager of a motion picture theatre is privileged to announce the first appearance at his theatre of so notable a professional as Enrico Caruso, the famous tenor. Mr. Caruso will be seen in "My Cousin," his first Artcraft photoplay, at our theatre, next ..... It is unnecessary to add that this is an event that should interest you. Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

The announcement that Enrico Caruso, the world-famed tenor, will be seen at our theatre today in his first Artcraft picture, "My Cousin," has created a sensation among our clientele. We advise you to come early if you desire to obtain the best seats.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
"MY COUSIN"

Always obtainable at your Exchange

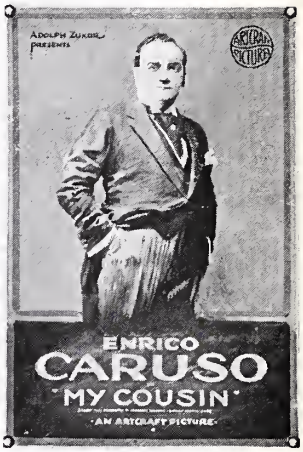


One Sheet



Three Sheet

Twenty-Four Sheet



One Sheet



Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

SESSUE HAYAKAWA.....“THE HONOR OF HIS HOUSE”
JACK PICKFORD.....“HIS MAJESTY, BUNKER BEAN”
WALLACE REID.....“THE HOUSE OF SILENCE”
MARGUERITE CLARK.....“PRUNELLA”
VIVIAN MARTIN.....“UNCLAIMED GOODS”
MARGUERITE CLARK.....“RICH MAN, POOR MAN”
CHARLES RAY.....“PLAYING THE GAME”
BILLIE BURKE.....“LET’S GET A DIVORCE”
DOROTHY DALTON.....“TYRANT FEAR”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
PAULINE FREDERICK.....“RESURRECTION”
ENID BENNETT.....“THE BIGGEST SHOW ON EARTH”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
DOROTHY DALTON.....“THE MATING OF MARCELLA”
CHARLES RAY.....“HIS OWN HOME TOWN”

WM. S. HART.....“THE TIGER MAN”
ELSIE FERGUSON.....“THE LIE”
DOUGLAS FAIRBANKS.....“MR. FIX-IT”
MARY PICKFORD.....“M’LISS”
WM. S. HART.....“SELFISH YATES”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 23

The Make Believe Wife

Scheduled Release Date: **17 Nov 1918**

STOCK PRODUCTION CUTS AND MATS

Billie Burke in "The Make-Believe Wife"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

Little Chats on Billie Burke and "The Make-Believe Wife"

BILLIE BURKE, THE STAR

TO see Billie Burke in a new portrayal invariably is a delightful experience to her great army of admirers all over this country, for it insures to them the best the mimetic art has to advance. Miss Burke is a charming comedienne and her magnetism and artistry are irresistible. For many years a star of the legitimate stage, her metier being refined comedy, she long has been perhaps the foremost comedienne in motion pictures. Her popularity in the field of the silent drama is unbounded and she justly has won that fame that is the reward of genius. Her recognized talents as actress, her chic, her buoyant spirits that bubble bracingly like champagne in every new portrayal she attempts, have endeared her to motion picture audiences the world over. In her latest Paramount photopaly, "The Make-Believe Wife," all her captivating qualities are displayed to the finest advantage. Her portrayal of the role of Phyllis Ashbrook in this delightful photocomedy will, I am certain, be acclaimed as one of the most charming of her screen repertoire, and that is saying a great deal in view of the innumerable motion picture successes with which her name is identified.

THE AUTHOR

EDWARD CHILDS CARPENTER, a well known playwright and writer, is author of "The Make-Believe Wife" which as a comedy is in a class by itself. Mr. Carpenter is skilled in character delineation and he has a fine sense of humor as the situations in "The Make-Believe Wife" amply prove.

THE SCENARIST

THE name of Adrian Gil-Spear, a scenarist of reputation, is well known in the motion picture world. Mr. Gil-Spear is a capable photoplaywright and his adaptation of "The Make-Believe Wife" attests fully to his skill in this field.

AN EXCELLENT STORY

PHYLLIS ASHBROOK, fiancee of Roger Mason, a lawyer, is hostess to a party of friends in the Adirondack mountains. John Manning, who is betrothed to Anita King, accompanies Phyllis on a mountain climb and both are lost. As twilight and a storm approach, they find refuge in a cabin where they spend the night, Manning being stretched out before a fire while Phyllis sleeps in a bunk. The fear of bears drives Phyllis almost to distraction and Manning is comforting her with his arms about her when Anita, Roger and other friends appear on the scene. The explanations offered by Manning and Phyllis in their own justification fall on deaf ears and the only way out of the difficulty, it is suggested, is their immediate marriage. Manning consents to make Phyllis his wife in name only and the nuptials are celebrated. On parting at the railroad station, the suitcases of Manning and Phyllis are exchanged accidently with the result that Phyllis becomes possessed of Manning's effects and he of hers. When she discovers the exchange, she decides to take possession of Manning's apartment. When Manning en route to San Francisco on his way to China, finds Phyllis' suitcase and contents, he returns to New York. When he reaches his apartment he finds Phyllis' lingerie scattered about, and believing himself the victim of a practical joke, he seeks to hide her apparel just as she returns to the room. Being in a sportive mood, she affects to believe that he has a woman concealed in the apartment and he is trying to reassure her when Anita, his former fiancee and Roger arrive to arrange for a divorce for Manning. They hear Manning in conversation with Phyllis and unaware of the latter's presence in the adjoining apartment, Anita believes Manning has a strange woman concealed therein. She vows never to look at him again and she falls into Roger's arms as Manning and Phyllis enter the room. Manning then realizes that Anita loves Roger and as they leave hand in hand, he knows that after all, the love of Phyllis, his wife, is all he cares for. They then fall into each other's arms, happy in their mutual love.

THE DIRECTOR

JOHN STUART ROBERTSON, director of "The Make-Believe Wife," which is his first Paramount picture, is well known as a director of unusual ability. Mr. Robertson was identified with the stage for several years and has been connected with several prominent motion picture concerns as director. That he is an important acquisition for Paramount, his work in this admirable comedy amply indicates.

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Paper and Slide
Back Cover
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SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Billie Burke or "The Make-Believe Wife."

A Paramount Picture

Billie Burke's New Paramount Photoplay, "The Make-Believe Wife," Is a Charming Comedy Excellently Produced

Story Written By Edward Childs Carpenter Provides Beautiful Star With Most Captivating Role and the Situations are Deliciously Humorous.

ALL those who have seen the inimitable Billie Burke in "The Pursuit of Polly," not to speak of her numerous photoplay successes, will be delighted with the announcement at the..... theatre next ..... in her new photocomedy, "The Make-Believe Wife." The picture is said to be one of the most deliciously funny creations produced by any company in a long time.

Miss Burke is at all times delightfully artistic and entertaining in her portrayals, and if advance reports count for anything, her role in this picture is one of the best of her screen career. What Miss Burke thinks of her new part is told in the following interview with her:

"I think the part of Phyllis Ashbrook in 'The Make-Believe Wife' is one of the best I have ever played. The story is a delightful one and the situations are most attractive because of their interest and naturalness. The heroine is a young woman of high station who is caught through adventitious circumstances in a situation which changes the whole course of her life. How this situation eventually works to insure the happiness of both herself and the man involved, makes a picture story of unusual excellence which, I believe, the public will enjoy hugely."



Billie Burke

Miss Burke's first Paramount picture was "The Mysterious Miss Terry," which afforded the dainty star many opoprtunities to display to the full her winsome personality and inimitable mannerisms, which have made her famous on stage and screen alike. She is five feet four inches tall, and has a wealth of curly red-gold hair and large gray eyes.

As a horsewoman she knows no superior. Miss Burke is an excellent tennis player. Between rehearsals this strenuous little star may be found any pleasant day either at her country club or riding or motoring near her country home.

The leading man for Miss Burke in "The Make-Believe Wife" is David Powell, a splendid player. The picture was written by Edward Childs Carpenter, the scenarist was Adrian Gil-Spear and the director was John Stuart Robinson.



CAST AND STORY OF

"THE MAKE-BELIEVE WIFE"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

Delightful Story Told in "The Make-Believe Wife" the New Paramount Picture Starring Dainty Billie Burke

Scenes are Laid in The Adirondacks and When a Man and Girl Are Lost Developments Follow Rapidly With Many and Amusing Complications.

PHYLLIS ASHBROOK, hostess to a house party picnic in the Adirondacks, is lost with John Manning while climbing the mountains. Phyllis is the fiancee of Roger Mason, a lawyer, while Manning is engaged to wed Anita Webb. The three engaged couples in the party had become separated and when the realize their plight, Phyllis and Manning seek refuge from an approaching storm in a cabin. While Phyllis sleeps in a bunk, Manning spends the night stretched out before the cabin fire.

Mr. Ashbrook leads a search party into the mountains in quest of the missing couple. The Puritanical Harburys are secretly delighted in seeing Phyllis "in bad." Roger Mason and Anita Webb are plunged in gloom. They reach the cabin and open the door just in time to see Phyllis in Manning's arms.

The explanation offered by Manning that Phyllis' fear of bears had precipitated this situation, falls on deaf ears and the Camp decides that the only course open to Phyllis and Manning is immediate marriage. They agree to this, but Manning insists that he will make Phyllis his wife in name only and leave for China immediately after the nuptials. A minister is found and the knot tied. Manning leaves immediately for San Francisco, while Phyllis decides to return home. Their suitcases are mixed, however, Phyllis possessing herself of Manning's and the latter carrying off that belonging to Phyllis.

"The Make-Believe Wife."

Phyllis Ashbrook.Billie Burke
Mrs. Harbury,
Isabel O'Madigan
Anita Webb.....Wray Page
Roger Mason.Alfred Hickman
Mrs. Ashbrook...Ida Darling
Eileen Harbury..Frances Kaye
Mr. Ashbrook.Bigelow Cooper
John Manning..David Powell
Donald Ashbrook,
Howard Johnson
Mr. Harbury,
F. Gatenbery Bell

Phyllis decides to stay at her husbands' apartment when she sees the contents of the suitcase. She makes herself happy in his home and telephones to Anita to fetch her some clothes. When Manning gets to Canton, Ohio, he starts back to New York, concluding he might hibernate in his own quarters as well as in China. When he enters his apartments, he finds feminine lingerie scattered all over the place. Phyllis returns unexpectedly and Manning hastents to conceal the lingerie. She discovers him at this job and decides to have some fun with him. She pretends that she believes he has a woman concealed in the place and he seeks in vain to reassure her.

Anita, accompanied by Roger, arrives at this juncture to arrange for Manning's divorce from Phyllis. They hear Manning and Phyllis in the next apartment and Anita vows she will never wed Manning in any circumstances. When Manning and Phyllis appear, she embraces Roger, and then Manning realizes that Anita whom he was to have married, actually loves Roger. On the other hand Phyllis realizes that Roger, whom she was to have wedded, loves Anita. Why arrange a divorce, when love has entered the heart of Phyllis and Manning? Roger and Anita go away after confessing their mutual love, leaving the amazed married couple alone.

Manning tries hard to explain his "past" to Phyllis, who points ruefully to the lingerie scatterd about the room. When she enters an adjoining room, he follows her and is amazed to find her own baggage, bearing her initials, standing in a corner. He now realizes the truth—that the lingerie is her own. The light breaks—he opens his arms and receives the laughing bride in them, both radiantly happy in their mutual love.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of "The Make-Believe Wife."

A Paramount Picture

Beautiful Billie Burke Scores Heavily With Her Rollicking New Paramount Photocomedy, "The Make Believe Wife"

Story One of Exceptional Interest and the Situations are Deliciously Humorous, While Miss Burke's Portrayal Is Highly Artistic.

SWAYING her admirers by the magic of her impersonation, beautiful Billie Burke, the Paramount star, scored a decisive hit in her new photocomedy, "The Make-Believe Wife," at the ..... Theatre yesterday. It is seldom that Miss Burke has been seen to such fine advantage as in this rollicking farce and that it will greatly enhance the number of her admirers throughout the country, seems a certainty.

The story of "The Make-Believe Wife" is an excellent one. Phyllis Ashbrook, the fiancee of Roger Mason, a lawyer, is hostess to a party of friends in the Adirondack mountains. John Manning, who is betrothed to Anita King, accompanies Phyllis on a mountain climb and both are lost. As evening comes on and a storm approaches, they find a cabin where they spend the night, Manning being stretched out before a fire while Phyllis sleeps in a bunk.



Billie Burke

Fear of bears drives Phyllis almost to distraction and Manning is comforting her with his arms about her when Anita, Roger and their friends appear on the scene. The explanation offered by Manning and Phyllis in their own justification falls on deaf ears and the only way out of the difficulty, it is suggested, is their immediate marriage. Manning consents to make Phyllis his wife in name only and the nuptials are celebrated. On parting at the railroad station, the suitcases of Manning and Phyllis are exchanged accidently with the result that Phyllis becomes possessed of Manning's effects and he of hers. When she discovers the exchange, she decides to take possession of Manning's apartment. When Manning en route to San Francisco on his way to China, finds Phyllis' suitcase and contents, he returns to New York. When he enters his apartment he finds Phyllis' lingerie scattered about, and believing himself the victim of a practical joke, he seeks to hide her apparel just as she returns to the room. Being in a sportive mood, she affects to believe that he has a woman concealed in the apartment and he is trying to reassure her when Anita, his former fiancee, and Roger arrive to arrange for a divorce for Manning.

They hear Manning in conversation with Phyllis and unaware of the latter's presence in the apartment, Anita believes Manning has a strange woman concealed therein. She vows never to look at him again and she falls in Roger's arms as Manning and Phyllis enter the room. Manning then realizes that Anita loves Roger and as they leave hand in hand, he knows that after all, the love of Phyllis, his wife, is all he cares for. They then fall into each other's arms, happy in their mutual love.

Miss Burke was charming as Phyllis, while David Powell was artistic as Manning. The support generally was excellent while the direction of John Stuart Robertson and photography of William Marshall left little to be desired.



a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



Caught with the goods!

ADOLPH ZUKOR PRESENTS

BILLIE BURKE

(by arrangement with F. Ziegfeld, Jr.)

in

"THE MAKE-BELIEVE WIFE"

A Paramount Picture

By Edward Childs Carpenter. Scenario by Adrian Gil-Spear. Directed by John S. Robertson

MANY an innocent man has been hanged — and many an innocent husband has been suspected by his wife—but what would *you* say of the fellow who was caught with the goods (silk at that) right in his arms !

A pretty hefty explanation is needed, huh?

"THE HOME OF PARAMOUNT AND ARTCRAFT PICTURES"

PARAMOUNT THEATRE

MONUMENT SQUARE — CONTINUOUS 11-11

Buy Bonds of the 4th Liberty Loan Now

ADOLPH ZUKOR PRESENTS

BILLIE BURKE

(by arrangement with F. Ziegfeld, Jr.)



IN

"THE MAKE-BELIEVE WIFE"

SCENARIO BY ADRIAN GIL-SPEAR

DIRECTED BY JOHN S. ROBERTSON

A Paramount Picture

BY EDWARD CHILDS CARPENTER

IF you ever saw Billie Burke on the screen before you are surely coming to see her in this sparkling Paramount Picture.

We don't have to tell you why—it's *Billie Burke*, and that's al !

PARAMOUNT THEATRE

MONUMENT SQUARE 11-11

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

This stormy day had a silver lining of love!



ADOLPH ZUKOR PRESENTS

BILLIE BURKE

(by arrangement with F. Ziegfeld, Jr.)

in

"THE MAKE-BELIEVE WIFE"

A Paramount Picture

By Edward Childs Carpenter. Scenario by Adrian Gil-Spear. Directed by John S. Robertson

MANY men and women are not seen at their best until some great storm of life comes along. The test awakes in their hearts a heroism that they little knew slept there. Come and see "The Make-Believe Wife" and imagine what *you* would have done under such strange circumstances.

"FOREMOST STARS, SUPERBLY DIRECTED IN CLEAN MOTION PICTURES"

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ORPHEUM KITTY
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ROCKAWAY B

NEW THEATRE HAMMEL
ROCKAW
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FAR ROCKA

COLUMB
MAE MARSH, 'The Face

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Henry B. Walthall in "Hundr
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IMPERIAL THEA. Halsey &
Cont. 1.3
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ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Billie Burke's "The Make-Believe Wife."

A Paramount Picture

COUPLE IS LOST IN MOUNTAINS! SOCIETY AGOG

One of Many Situations in Billie Burke's Comedy, "The Make-Believe Wife."

MEMBERS of high society in New York were shocked the other day when Phyllis Ashbrook, a hostess, and John Manning were lost while climbing a mountain in the Adirondacks. The couple were driven by a severe storm to seek shelter in an old cabin where they spent the night.

When found the next day, the young people announced their willingness to wed, in order that the reputation of the girl involved might not suffer. Their marriage followed, despite the fact that Miss Ashbrook was engaged to Roger Mason, a lawyer, and John Manning was the fiance of Anita Webb, a society beauty. The affair has occasioned much gossip in high social circles.

This is one of the principal incidents of "The Make-Believe Wife," starring Billie Burke, which will be shown at the .... theatre next ..... The photocomedy is an adaptation of a story by Edward Childs Carpenter, directed by John Stuart Robertson, and is said to be one of the finest starring vehicles in which Miss Burke ever has been seen.

What follows after the marriage of this oddly united people forms a picture story of exceptional interest. The humor of the situation is said to be most mirth-provoking. Miss Burke is supported by a large cast of screen players, all of them of fine ability. David Powell is the leading man, while others in the support include Isabel O'Madigan, Wray Page, Alfred Hickman, Ida Darling, Frances Kaye, Bigelow Cooper, Howard Johnson and F. Gatenbery Bell.

ADIRONDACKS IS SCENE OF BILLIE BURKE'S NEW FILM

Shores of Lake Placid Form Background of "The Make-Believe Wife."

BEAUTIFUL Lake Placid, in the Adirondacks Mountains in New York, was the background for many of the most charming scenes pictured in "The Make-Believe Wife," Billie Burke's new Paramount photoplay, which will be shown at the ..... theatre next ..... This is a rollicking photocomedy in which Miss Burke displays her talents as a comedienne to the best possible advantage.

In the story Miss Burke portrays the role of a young society woman who is engaged to a lawyer. She is hostess to a house party at her home in the Adirondacks when she and a young athletic society man stray off into the mountains together and are lost. They are seeking their bearings when a storm comes up and they are obliged to spend the night in a cabin which they providentially discover.

This unusual situation is made the pretext for a demand upon the couple to wed, after they have been found by a searching party. They agree to this, for each secretly loves the other despite the fact that they are promised in other quarters. After their marriage the groom hastens away to China, so as to permit his bride to obtain a divorce. But through the substitution of suitcases this plan goes awry and the couple are later reunited under dramatic and highly amusing circumstances, as the sequel proves.

Miss Burke is splendidly supported in this production, her leading man being David Powell, a favorite screen player. The picture was adapted for the screen by Adrian Gil-Spear and directed by John Stuart Robertson.

FINE COMEDY IN BILLIE BURKE'S NEW PHOTOPLAY

Paramount Star Has Splendid Role in New Picture, "The Make-Believe Wife."

THERE is an abundance of fine comedy in "The Make-Believe Wife," the new Paramount photoplay starring Billie Burke, which will be shown at the ..... theatre next ..... Miss Burke declares that her role in this picture is an excellent one and that she believed it to be one of the best of her career as a motion picture star.

"I was immensely pleased with the part of Phyllis Ashbrook," said Miss Burke recently. "Fancy a woman who is engaged to one man, being lost in the mountains with a man who is the fiance of the woman's best friend. They are caught in a storm and are obliged to seek refuge in an old cabin where they are forced by the elements to spend the night. Of course, this situation has developed in motion pictures, but never just like that in "The Make-Believe Wife."

"The couple are forced to marry so that the reputation of the woman shall not suffer. Then follow complications of the most amusing sort, all of which contribute to bring the couple to a realization that love is possible after marriage as well as before. I think this is a splendid comedy and it should be well received by the public. We had a delightful time screening the various scenes in the Adirondack mountains, and from the standpoint of photography the picture leaves little to be desired."

Miss Burke expressed great satisfaction with the players selected to support her. Her leading man is David Powell, an actor of note, while good roles are in the hands of Howard Johnson, Alfred Hickman, Ida Darling, Frances Kaye, Wray Page, Bigelow Cooper and other capable players.

BILLIE BURKE IN GREAT PHOTOPLAY

Strong Situations Abound in "The Make-Believe Wife"

ONE of the strongest photoplays in which charming Billie Burke, the popular Paramount star, has been seen in many months, is "The Make-Believe Wife," which will be displayed at the ..... theatre next ..... It abounds with strong situations, while the comedy is happily blended so that there isn't a dull moment throughout the development of the story.

The scenes of the story develop in the Adirondack Mountains where Phyllis Ashbrook is giving a house party to a coterie of friends. She is engaged to marry a lawyer, but he seems to be devoted to a young woman who is the fiancee of John Manning, who, by the way, pays more attention to Phyllis than he does to Anita, his promised bride. Manning and Phyllis are lost in the mountains, seek refuge in a cabin and to save the reputation of the young woman, Manning agrees to wed her and to permit her later to obtain a divorce.

This provokes a series of delightful situations, all of which contribute to the enjoyableness of the story. Miss Burke's support is excellent, her leading man being David Powell.

Worth While Comedy

PROVING itself a delight at every presentation, "The Make-Believe Wife," Billie Burke's new Paramount starring vehicle, is attracting large audiences at every showing at the ..... theatre this week. The story of the comedy is one of exceptional interest and the characterization of the star is one long to be remembered. The support is excellent, the work of David Powell, the leading man, being especially praiseworthy.

JOHN S. ROBERTSON DIRECTOR OF NOTE

Has Done Excellent Work in "The Make-Believe Wife."

THERE are few directors in this country who are better or more favorably known than John Stuart Robertson, the man who directed Billie Burke's newest starring vehicle, "The Make-Believe Wife," which is to be displayed at the ..... theatre next ..... This is a charming photocomedy in which Miss Burke has a delightful role and in which humor is the chief ingredient.

Mr. Robertson was born in England, but educated in Canada. He was a member of Rose Stahl's company for two years, appeared in support of Maud Adams and other stage stars, and has been identified with motion picture production as player and director for several years. "The Make-Believe Wife" is his first Paramount photoplay, and if the opinions of experts are worth anything, his efforts have met with success.

Miss Burke is excellently supported in this comedy, David Powell, a well known player, being her leading man. Others in the cast include Alfred Hickman, Wray Page, Ida Darling, Howard Johnson and others.

Talented Leading Man

DAVID POWELL, leading man for Billie Burke in her latest photocomedy "The Make-Believe Wife," which is being shown at the ..... theatre this week, is a talented actor who was a member of Sir H. B. Tree's company in London, and who played with Ellen Terry and Forbes-Robertson. He has had a notable screen career and has appeared in numerous picture successes. He has an excellent role in "The Make-Believe Wife" of which he makes the most.

CHARMING COMEDY FOR BILLIE BURKE

Star Has Splendid Role in "The Make-Believe Wife."

THE admirers of Billie Burke, the dainty Paramount star, who scored so heavily with "In Pursuit of Polly" recently, will be delighted with the announcement of Manager ..... that he has booked "The Make-Believe Wife," Miss Burke's newest photocomedy, for presentation at the ..... theatre next ..... This is said to be one of the best pictures in which Miss Burke has been seen since her entrance into the field of the silent drama.

Miss Burke portrays the role of a young society woman of high station, who is lost while mountain climbing with a young man. The situation is aggravated by the fact that she is the fiancee of a lawyer, while the man who is lost with her, is himself the fiancee of an estimable young woman. This adventure has highly interesting results as the sequel proves, and in the development of this unusual story Miss Burke plays a no insignificant part.

The support provided for Miss Burke is of the best. Her leading man is David Powell, a well known screen player.

An Unusual Picture

ALL film fans, who love the unusual in photoplays, will find "The Make-Believe Wife," the latest Paramount photoplay starring Billie Burke, which is now on view at the..... theatre, a worth while entertainment. Miss Burke's portrayal in this excellent photoplay is one that will not only delight her audiences, but greatly enhance her reputation as a comedienne of the first class. Her leading man is David Powell, one of the best known screen players in the country.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE MAKE-BELIEVE WIFE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
1 Star Stock, 24 sheet
Rotogravure, one-sheet
Twenty-four sheet stand

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

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FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Make-Believe Wife"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

Conceded by press and public to be one of the most talented motion picture stars in the country, Billie Burke will be seen in her new Paramount photo-comedy, "The Make-Believe Wife," at our theatre next ..... Miss Burke is among the foremost of screen comediennes and her portrayal in this excellent production is most delightful.

Miss Burke is the central figure of a story that is filled with action and climaxes of unusual strength. The scenes transpire in the Adirondacks and the action has to do with the adventures of a young man and woman who are lost while mountain climbing and who later are involved in a set of circumstances as novel as they are entertaining for the spectator.

We unhesitatingly assert that this is one of the most enjoyable comedies shown at our playhouse this season and we recommend it to your favorable attention.

Yours sincerely,

_____

Manager

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Make-Believe Wife"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to announce that beginning next..... ....., "The Make-Believe Wife," starring Billie Burke will be the feature of the programme at our theatre. This a superb picture. The situations are of a character to please the most artistic taste.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It will interest our patrons to know that Billie Burke, the beautiful Paramount star, will be seen in her new photocomedy, "The Make-Believe Wife," at our theatre next..... This is a delightful picture and Miss Burke's portrayal is most charming. Can you afford to miss it?

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

Permit us to remind you that Bille Burke, the charming Paramount star, will be seen in her new photoplay, "The Make-Believe Wife," at our theatre today. We cordially invite you to the opening display of one of the finest pictures of this famous star's repertoire.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE

FOR

"THE MAKE-BELIEVE WIFE"

Always Obtainable at your Exchange



One Sheet



Twenty-Four



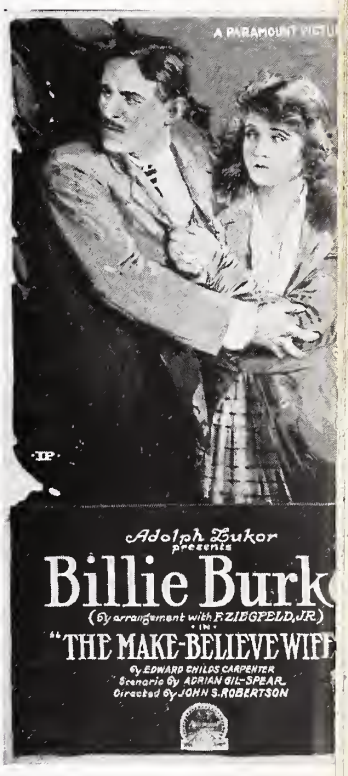
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Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 24

The Gypsy Trail

Scheduled Release Date: **17 Nov 1918**

Bryant Washburn









How to Advertise

"The Gypsy Trail"

A Paramount Picture

PRODUCTION CUTS AND MATS

"THE GYPSY TRAIL"



ISSUED IN SETS OF TEN, CONSISTING OF
Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above.

Always Obtainable at Your Exchange.

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Notes on Bryant Washburn, New Paramount Star, and "The Gypsy Trail"

BRYANT WASHBURN, THE STAR

BRYANT WASHBURN, a young screen player of ability who won distinction by his artistic work in several notable motion picture successes, makes his bow to the motion picture loving public as a Paramount star in "The Gypsy Trail." Mr. Washburn is under thirty years and has been identified with the stage and screen for more than ten years. He went on the stage in 1907 and appeared with George Fawcett in several successes. He became a screen player in 1911, and he played the leading roles in many of the "Skinner" photoplays. His splendid physique, his good looks, his unusual talents and conscientiousness, have endeared him to a large clientele of motion picture fans everywhere. Mr. Washburn recently appeared in the leading role of Cecil B. de Mille's special Artcraft picture, "Till I Come Back to You," and his success was instantaneous. That the public will cordially welcome him as a stellar attraction is a foregone conclusion, and that he will spare no effort to retain the good wishes of his clientele, is a certainty.

THE AUTHOR

THE author of the play, "The Gypsy Trail," is Robert Housum, a playwright of reputation and no inconsiderable talent. "The Gypsy Trail" was produced at the Plymouth Theatre, New York City, December 4, 1917, where it ran until March, 1918, when it was sent on a tour with gratifying results. The play was well received and its numerous good points have not been sacrificed in its picturization for the screen.

THE SCENARIST

JULIA CRAWFORD IVERS, who adapted "The Gypsy Trail" for the screen, is a scenarist of experience and talent. Some of her notable pictures are the Tom Sawyer photoplays in which Jack Pickford starred. She has achieved a splendid piece of work in her latest adaptation.

A STRONG STORY

EDWARD ANDREWS is a young man of retiring disposition who loves Frances Raymond, a young girl who thinks she is romantic, when she is merely conventional. She uses "Lochinvar" as a medium to express her ideas about love and romance, and Andrews conceives the idea that she yearns to be kidnapped. He decides upon this course, on condition that "Grandmaa" agrees to act as chaperone. But meanwhile, Michael Rudder, a newspaper reporter, is seeking to run down a gigantic chemical merger in which Mr. Raymond is the central figure, and his investigation leads him to the Raymond home. By accident he obtains the news he is seeking but rather than profit thereby, he sends his resignation to his newspaper. This pleases Mr. Raymond, who introduces Rudder to Andrews. The latter offers Rudder a job, but he declines to accept, he preferring to follow "the gypsy trail," and refuses to work at anything he doesn't enjoy. He consents to aid in the "kidnapping" of Frances, but subsequently narrowly escapes winning the girl for himself. Frances believes she loves Rudder and almost forces him to marry her. He makes his escape and Frances is almost heart-broken—so greatly pained, that Andrews agrees to bring Rudder back to her. When this is accomplished, Rudder proposes to Frances, but her romantic soul has undergone a change meanwhile. Realizing that she loves Andrews she rejects Rudder even though he announces that he is the grandson of Lord Dromore and heir to a large fortune. When she falls into Andrews' embrace, he looks bewildered and wonders how he managed to bring it all about. But Frances finally explains to the satisfaction of all concerned.

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THE DIRECTOR

WALTER EDWARDS, a director of unusual ability, directed "The Gypsy Trail" with brilliant results. Mr. Edwards has had wide experience in this field and his brilliant achievements have attracted much attention.

THE SUPPORT

MR. WASHBURN has excellent support in this photoplay, his leading woman being Wanda Hawley, a charming screen player who was leading woman for William S. Hart in "The Border Wireless." Casson Ferguson has a strong role and others in the cast are C. H. Geldart, Georgie Stone and Edythe Chapman, all players of reputation.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Bryant Washburn or On "The Gypsy Trail"

A PARAMOUNT PICTURE

Bryant Washburn, New Paramount Star, Popular Because of His Talents, Good Looks and Sincerity

Supported by Wanda Hawley and an Excellent Cast of Screen Players, He will be Seen Here in his First Splendid Starring Vehicle, "The Gypsy Trail" A Thrilling Photoplay

THE screen world ranks among its favorites many whose professional glory, so to speak, is only transient, but Bryant Washburn, from the beginning of his film career, has held his place by sheer talent, good looks and sincerity in work. Having finally achieved a confessed ambition to star in Paramount pictures he is soon to be seen here as the hero of "The Gypsy Trail," a delightful picture, according to report, taken from Robert Housum's play of the same name.

Mr. Washburn is fortunate also in having as his leading woman in this premiere picture Wanda Hawley, whose work in "We Can't Have Everything," Cecil B. De Mille's Artcraft special, is the talk of filmland.

"The Gypsy Trail" gives Mr. Washburn a role for which he is said to be wonderfully well fitted. His is the part of Ned Andrews, a bashful swain, who finally triumphs because he is so persistent and so manifestly honest, and principally, because he is self-sacrificing.

The story has the appeal of young love, of the woodland road, the gypsy strain, the romantic lure. It is a typical picture for pure entertainment and will undoubtedly prove all that is enthusiastically claimed for it by the producers.

A long time ago—that is, several years since—Bryant Washburn, then in Chicago, felt that if he could become a Paramount star he would be satisfied. And then it so fell out that he did become that very thing. He realized another ambition when he worked under the direction of Cecil B. De Mille in "Till I Come Back To You," playing the lead of this Artcraft special.

His first Paramount appearance, however, is in "The Gypsy Trail" and it is undoubtedly true that for his debut under these auspices, he has been supplied with a charming story. His characterization of Edward, or Ned, Andrews, is one that taxed his powers of delineation considerably, but he not only made of the role a living figure, but gained for the character sympathy and understanding.

Mr. Washburn's strongest qualification in addition to his undoubted talent and good looks, is his personality. He is one of the most likable men, on or off the screen, that one could find in a month's travel. And he puts this across so effectively that his audiences never fail to "get it." His forte is light comedy, with a touch of pathos, though he has played deep-dyed villains and can do robust leads as well.

There is no question but what under the present auspices, Bryant Washburn will develop even greater qualities as an actor, for he is young enough to grow and has the capacity for such growth. Furthermore, he is a man of exemplary habits, a lover of home life, and a student. Put these things together and it is evident that the screen is decidedly the gainer by his presence in the galaxy of film luminaries.

For his first Paramount picture which will be shown at the ..... Theater next ....., Mr. Washburn has as his leading woman winsome Wanda Hawley, one of the screen's prettiest and most gifted actresses. Mr. Washburn has a delightful role—one of the serio-comic variety, which he can do so well. Miss Hawley is an admirable opposite with her dainty, delft-like beauty and her quaint air of old-time demureness.

Casson Ferguson has a fine role—a romantic, selfish, self-indulgent young Irish lover. Edythe Chapman as a delectable old lady, a grandmother who refuses to grow up, is wonderfully cast, and Clarence Geldart plays a solid business man. Little Georgie Stone is fine, it is said, as the little brother of the girl.

Walter Edwards directed the picture, which was written by Julia Crawford Ivers from the play by Robert Housum. The story is declared to be a delicious comedy in whimsical vein, with plenty of novelty and the love interest strongly defined.

CAST AND STORY OF "THE GYPSY TRAIL"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's First Paramount Starring Vehicle

A PARAMOUNT PICTURE

Bryant Washburn has Ideal Photoplay in "The Gypsy Trail" his First Paramount Starring Vehicle

Portrays the Role of a Gentle Lover of Faint Heart Who Eventually Disproves Old Adage that "Faint Heart Ne'er Won Fair Lady"—Excellent Theme Well Handled by Scenarist

EDWARD ANDREWS, a young man of retiring disposition, loves Frances Raymond, daughter of Frank Raymond, a wealthy business man who is interested in promoting a merger of chemical interests. Andrews is kindly and altogether too self-effacing. An opposite in type is Michael Rudder, a newspaper reporter, who has a roving disposition and who elects to follow "the gypsy trail" because of his nomadic instincts inherited from his Irish ancestors.

Frances is romantically inclined, but conventional. When Andrews courts her, she tells him he lacks something and she causes her brother to read passages of "Lochinvar" to him. Andrews naturally gets the idea that she wants to be kidnapped and that he must steal her in order to win her. He arranges to kidnap Frances, provided Grandma agrees to act as chaperone. Meanwhile, Rudder is sent by his city editor to get the facts of the chemical merger and the investigation leads him to the Raymond home.

Rudder finds a copy of the merger agreement on the veranda where it had been dropped by Raymond. Rudder changes his mind about the matter, and preferring to quit the newspaper to which he is attached rather than publish the information which he possesses, he resigns his position to escape being discharged. Raymond introduces him to Andrews, who offers to get him another job, but he declines the tender. Andrews asks Rudder to help him to "kidnap" Frances and when he sees her in an automobile, he consents to act as chauffeur. As he drives away with her, Andrews goes in search of Grandma and enlists her aid in his scheme to win Frances.

After a reckless automobile drive, Rudder reaches the country home where Grandma is awaiting Andrews and he boldly carries Frances into the house. She thinks he loves her, but he tells her he is merely the agent of another. She asks for Andrews and falls into Rudder's arms just as Andrews reaches the scene. Andrews is in despair. Frances tells Rudder that she intends to marry him, for she has been hypnotized by his romantic tongue. Suddenly Rudder realizes that marriage would remove him from his cherished "gypsy trail" and he makes a quick getaway in the automobile. Frances is disconsolate at his disappearance and refuses to be consoled by Andrews, who offers to go in search of Rudder and bring him back to her arms.

Frances confesses to her father that romance and adventure are distasteful to her and Andrews vainly seeks to make love to her. He finally goes in search of Rudder and finds him chumming with a band of gyspies. He induces him to return to Frances, but when she sees him, she suddenly conceives a violent love for Andrews. Hence when Rudder proposes to her with the announcement that he is the grandson of Lord Dromore and heir to a large fortune, she refuses him and falls into Andrews' arms. Andrews wonders how it all happens, but he nevertheless is satisfied with the situation as it is, confident that his patience has been suitably rewarded.

"THE GYPSY TRAIL"

The Cast

Edward Andrews, Bryant Washburn

Frances Raymond, Wanda Hawley

Michael Rudder, Casson Ferguson

Frank Raymond...C. H. Geldart

John Raymond....Georgie Stone

Grandma .....Edythe Chapman

PRESS REVIEW

To be sent to the Newspapers Immediately After the First Display of "The Gypsy Trail."

A PARAMOUNT PICTURE

Bryant Washburn Scores Notable Success in His Initial Paramount Vehicle "The Gypsy Trail"

Popularity of Star and Interest of the Story Contribute to Make the Offering a Notable One—Beautiful Wanda Hawley Plays Opposite to the Star with Splendid Artistry

THERE was no small interest attaching to the presentation at the ..... Theatre yesterday of "The Gypsy Trail" for several reasons—foremost of which is the fact that it was this popular star's first appearance in a Paramount picture. It will be remembered that Bryant Washburn created the famous "Skinner" for the screen and his work in legitimate comedy roles has placed him in the forefront of film stellar activities.

Another potent reason for the interest attaching to "The Gypsy Trail" is that it is adapted from an exceedingly popular play. Robert Housum wrote the stage version and Julia Crawford Ivers is responsible for the screen adaptation. Couple with these two facts the unusually charming character of the story, its breeziness and unconventionality—and it is easy to understand why those who attended the opening presentation left the theatre with smiles on their faces.

It is not difficult to define Mr. Washburn's charm—he is an actor with an enormous amount of that elusive quality known as personality. He reaches out from the screen and grasps you by the hand and says, "Hello, old chap, I'm glad to know you." And you're glad to know him.

The picture is one to provoke mirth and sustain the interest that is awakened from the first. The story briefly concerns a young man with a somewhat retiring disposition who loves fervently a young girl who thinks she is romantic when she is merely conventional. She uses "Lochinvar" as a medium to express her thoughts about love and romance, and the swain seizes upon the idea that she wants to be kidnapped.

Meantime, Michael Rudder, a newspaper reporter with nomadic instincts, shows up at the home of Frances Raymond, the girl, whose father is engaged in promoting a chemical merger, seeking news for his paper. He gets the information by accident, but declines to take advantage of his opportunity and resigns from the newspaper. This so pleases Mr. Raymond that he introduces him to Ned, the young lover, who offers Michael a job, which he declines. He wants to follow "the gypsy trail" and refuses to work at anything he doesn't enjoy.

He finally consents to aid in the "kidnapping" and almost wins the girl himself—does in fact, but escapes when he finds marriage staring him in the face. Frances is heartbroken and Ned chivalrously goes in search of Michael, brings him back and he formally proposes to the girl. She refuses now, however, and goes to the faithful Ned, who even then cannot see how he has succeeded.

Bryant Washburn is delightful in the role of Ned, the bashful, self-sacrificing swain, while Casson Ferguson makes a vivid figure of Michael. Wanda Hawley, beautiful and petite, is Frances, while Clarence Geldart is excellent as her father. Grandma, a riotous old lady, with much romance tucked away under her bonnet, becomes a living figure in the capable hands of Edythe Chapman. The picture was directed by Walter Edwards.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



JESSE L. LASKY
presents

BRYANT WASHBURN
IN
"The Gypsy Trail"
A Paramount Picture

By Robert Housum Scenario by Julia Crawford Ivers Directed by Walter Edwards

THE men who operate Tanks in France have a motto — "Treat 'em Rough" and that would have been just the right cue for Bryant Washburn in this exciting picture. He falls in love with a girl who wants Things to Happen, not just slide by, — and by heck Things Do Happen before long! See them.

"The Home of Paramount and Artcraft Pictures"
PARAMOUNT THEATRE
"The Theatre that always shows a good show"

JESSE L. LASKY
presents

BRYANT WASHBURN



IN
"THE GYPSY TRAIL"
A Paramount Picture

By Robert Housum
Scenario by Julia Crawford Ivers
Directed by Walter Edwards

SHE wanted to be eloped with, simply longing for it!—so when the stars were out and the moon was as big as a hat-box, Bryant Washburn grabbed the lovely burden and — why don't you see the picture, anyway?

PARAMOUNT THEATRE
Castle Square *11 to 11*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

THE BROADWAY AND 77TH STREET
THEATRE
kawa. "Honor of His House."
in "Riders of the Night."

HEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 36 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
DUNNESS." Toto Comedy.

onderland THIRD AVENUE AT 162D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
iscale in "Madame Who?"

CRESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
DMAS. "Betty Takes a Hand"

She wanted a dashing wooer who would cry "Hey and away at dead o'night!"



JESSE L. LASKY
presents

BRYANT WASHBURN
IN
"The Gypsy Trail"
A Paramount Picture

By Robert Housum — Scenario by Julia Crawford Ivers — Directed by Walter Edwards

SOME girls prefer a man who *always* behaves like a gentleman—other girls prefer a man who gets out of control once in a while—there's a sample of both in this lively picture.

"The Home of Paramount and Artcraft Pictures"

PARAMOUNT THEATRE

"Foremost stars, superbly directed in clean motion pictures"

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST 8[TH] & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Theat
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "T
Mack Sennett Comedy, "It Pa

PALACE 133 E.
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Se

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Co

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Hold

ROCKAWAY B

NEW THEATRE HAMMEL
ROCKA
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont.
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hamil
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont.
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Gypsy Trail", Starring Bryant Washburn

A PARAMOUNT PICTURE

GREAT CHEMICAL MERGER PLANNED BY BUSINESS MEN

Interesting Development in Bryant Washburn's Film "The Gypsy Trail"

THAT a tremendous chemical merger is planned in this city by a number of business men with Frank Raymond at its head, is a rumor that will not be denied, though details or confirmation are lacking. A reporter for a local newspaper visited the home of Mr. Raymond yesterday, but while it is understood he secured some facts, he immediately resigned from the staff and cannot now be located.

Incidentally, there is rumor of an elopement in which the daughter of Mr. Raymond is concerned as one of the principals. The reporter already mentioned—Michael Rudder, a young man of roving disposition, is named as one suitor for her hand and the other is Edward Andrews, who has long been considered the prospective son-in-law of the chemical king.

This reads like the real thing, doesn't it? As a matter of fact, it is a part of the plot of "The Gypsy Trail," the new Paramount picture, starring Bryant Washburn, which will be shown at the ..... Theatre next ..... It is said to be the most delightful production that has come to this city in a long time. It is also the vehicle for Mr. Washburn's Paramount debut. The original was a play by Robert Housum, and Julia Crawford Ivers did the scenario. Walter Edwards is named as director. Wanda Hawley, a beautiful actress, supports the star.

Edythe Chapman has the role of a romantic grandmother and she vests the character with a charming personality.

FAINT HEART NE'ER WON FAIR LADY? PIFFLE!

Bryant Washburn Disproves Adage in His New Picture "The Gypsy Trail"

THEY say faint heart ne'er won fair lady, but Bryant Washburn in "The Gypsy Trail" proves conclusively that all such adages are susceptible to refutation. In this new Paramount picture, his first starring vehicle for Paramount, Mr. Washburn plays the part of a devout lover, lacking those striking and picturesque qualities that appeal sometimes to the heart of a maid.

But he has sterling qualities, not the least of which is his fidelity. He tries proposals of various sorts, but in each instance he fails to move the heart of the girl who thinks she is romantic, who is after all quite commonplace and conventional.

There enters a young vagabond of the Irish temperament, who almost carries off the princess to his castle. However, marriage is hardly in his scheme of life and he balks at the altar which would literally be a "haltar" to his roving disposition. Then he rides away—and the faithful swain in a spirit of heroic self-sacrifice, goes to bring him back to the girl who is apparently eating her heart out for love of the nomad.

But when he comes back, bumptuous and self-confident, she experiences a change of heart, realizes the true worth of her first lover and repudiates the man who elects to follow "the gypsy trail." So faint heart wins fair lady in the end—and isn't quite sure at that, how he did it. "The Gypsy Trail" will be shown at the ..... Theatre next..... Wanda Hawley supports the star.

BRYANT WASHBURN FAVORITE PLAYER WITH FILM PUBLIC

Real American Actor Has Fine Role in First Picture "The Gypsy Trail"

BRYANT WASHBURN, who is to appear in his first Paramount comedy, "The Gypsy Trail," at the ..... Theatre next ....., recently made his first appearance with the Famous Players-Lasky Corporation in the role of Captain Strong, the leadinc figure in Cecil B. De Mille's Artcraft special, "Till I Come Back To You," and was accorded unstinted praise by everyone who reviewed the production for the press. Mr. Washburn has that typically American quality which at once renders him a favorite, particularly at a time when true Americanism is more than ever something to be proud of.

In "The Gypsy Trail," which is romantic to a degree, he appears in the role of a bashful lover—and those who know his style of work will appreciate the earnestness with which he vests this character. In the end he wins because of his sterling worth, against the lure of the nomadic and romantic chap who elects to follow "the gypsy trail" and who for a time casts the spell of his roving temperament upon the would-be romantic heroine. The latter part is played by Wanda Hawley, while Casson Ferguson is the rover.

Walter Edwards directed the picture which was written by Julia Crawford Ivers from the play by Robert Housum. Edythe Chapman has a delightful part in this picture as the grandmother with romantic tendencies.

WANDA HAWLEY IN "THE GYPSY TRAIL"

Charming Leading Woman for Bryant Washburn

THE exquisite blonde beauty of petite Wanda Hawley, who has the leading feminine role opposite Bryant Washburn, in his first Paramount starring picture, "The Gypsy Trail," which will be shown at the ..... Theatre next ....., is admirably cast as Frances Raymond. The role calls for a girl who is pretty and conventional, but who thinks she is romantic.

Her work with Cecil B. De Mille in "We Can't Have Everything" and with William S. Hart in "The Border Wireless," has stamped Wanda Hawley as one of the most charming of the younger screen actresses. Her beauty is of the type an artist would say was "perfect." Her eyes are a blue that is deep as the sea; her hair is a golden blonde; she has a face of perfect contour and dimples that come and go with every change of expression.

But most of all she has talent and imagination—and she employs both in her screen work. The picture was admirably produced.

Facile Director

WALTER EDWARDS, director of Bryant Washburn's first Paramount picture, "The Gypsy Trail," which is on view at the ..... Theatre this week, is one of the most facile of motion picture directors. He has done many excellent things for Paramount, notable among which are "The Man From Funeral Range," starring Wallace Reid, and "Viviette," with Vivian Martin. In the present production, with his splendid sense of comedy values, he has accomplished wonders.

ALL THE WORLD LOVES A LOVER

Bryant Washburn Has Fine Role in "The Gypsy Trail"

ALL the world loves a lover, is an old adage and a true one. Therefor, it will capitulate when it sees "The Gypsy Trail" with Bryant Washburn as the star at the ..... Theatre next ..... Mr. Washburn is a true and tried lover, a bit backward, but winning in the end, against a formidable rival in the person of a rover with the instincts of a vagabond, but who appeals mightily for a time to the girl in the story.

The characterization by Mr. Washburn is said to be one of the most pleasing that has ever been offered the screen public. The film playgoers of this city will have the opportunity of proving this for themselves when the picture is shown. Wanda Hawley has the leading feminine role.

Remember Washburn?

DO you recall Bryant Washburn of "Skinner" fame? Of course you do. He is unforgettable. Well, you may see him in his first Paramount picture, "The Gypsy Trail," at the ..... Theatre this week. This is one of the most delightful comedies that has been presented here in many moons. The role supplied for Mr. Washburn is thoroughly human and sympathetic. A good cast supports the star, Wanda Hawley being his leading woman. Walter Edwards directed. He did Wallace Reid's new picture "The Man From Funeral Range," so we already have a "taste of his quality."

JULIA IVERS WELL KNOWN SCENARIST

Has Done Excellent Work in "The Gypsy Trail"

JULIA CRAWFORD IVERS, who wrote "The Gypsy Trail" for the screen, adapting it from Robert Housum's play of that name, is a scenarist of much talent and wide experience. Some of her most notable pictures have been the Tom Sawyer plays in which Jack Pickford was starred. She is gifted with a full understanding of youthful traits and she has likewise a broad vision for the deeper and more matured aspects of life. She has achieved a splendid piece of work in "The Gypsy Trail" in which Bryant Washburn is starred for Paramount—this being his debut under those auspices. The picture will be shown at the ..... Theatre next ..... Wanda Hawley plays opposite to the star.

"The Gypsy Trail"

THERE are people, undoubtedly, who elect to follow the gypsy trail through life, caring little whither it may lead, so long as they find adventure along the way or freedom from ties that bind them to one spot.

This is the theme of the new Paramount picture, "The Gypsy Trail," in which Bryant Washburn is starred and which is shown at the ..... Theatre this week. But the star is not the Gypsy—on the other hand, he is a kindly man, who loves fondly, but who lacks the vigor that will win his choice. In the end, however, he triumphs over the purely superficial pictuesqueness of the rover.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE GYPSY TRAIL"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Gypsy Trail"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:

It may interest you to learn that Bryant Washburn, one of the most popular and talented screen players in the country, is now a Paramount star and that he will be seen in his first starring vehicle, "The Gypsy Trail", at our theatre next .....

This play is a picturization of a prominent stage success of the same name written by Robert Housum, and adapted for the screen by Julia Crawford Ivers. The story deals with the love affairs of a good young man who lacks assertiveness; a romantic conventional young woman who believes in "Lochinvar" methods of love making, and a nomadic young Irishman who travels "the gypsy trail" because it makes him happy.

There is a strong story relieved by wholesome comedy, and the situations are unusually thrilling. Mr. Washburn is supported by beautiful Wanda Hawley and other excellent screen players. We cordially recommend this photoplay to you and urge you to attend the premier display.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "THE GYPSY TRAIL"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are glad to be able to announce that Bryant Washburn, the new Paramount star, will be seen in his first photoplay under the Paramount trade-mark, "The Gypsy Trail", at our theatre next ..... This is an admirable picture and should be a great attraction to our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The announcement that Bryant Washburn, the talented motion picture player will appear at our theatre next ..... in "The Gypsy Trail", his first Paramount starring vehicle, has evoked much anticipatory comment among our clientele. This is a superb picture and well worth seeing.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We desire to inform you that Bryant Washburn, the new Paramount star, one of the best known screen players in the country, will be seen in "The Gypsy Trail", his first Paramount starring vehicle, at our theatre today.
We will be pleased to welcome you at the premier showing of this great photoplay.

Yours sincerely

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

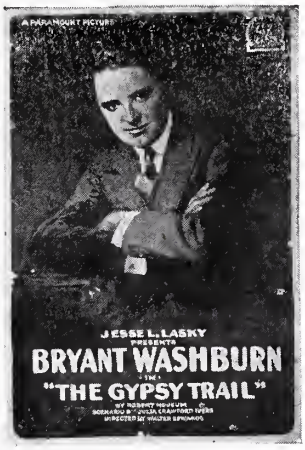
ADVERTISING POSTERS AND SLIDE

FOR

"THE GYPSY TRAIL"



Three Sheet



One Sheet



Three Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

CHARLES RAY.....A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS.....BOUND IN MOROCCO
GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK..... FEDORA
WILLIAM S. HART .....RIDDLE GAWNE
BILLIE BURKE.....IN PURSUIT OF POLLY
DOROTHY DALTON.....GREEN EYES
DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT.....THE MARRIAGE RING

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID..... THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD.....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 25

Women's Weapons

Scheduled Release Date: **24 Nov 1918**

Ethel Clayton







in

"Women's Weapons"

A Paramount Picture

— o —

How to Advertise this Picture

TRADE MARK

Paramount Pictures

PRODUCTION CUTS AND MATS

ETHEL CLAYTON in "WOMEN'S WEAPONS"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, EDITOR

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

WHY ETHEL CLAYTON'S PICTURE "WOMEN'S WEAPONS" IS MOST NOTABLE

STAR IS TALENTED

ETHEL CLAYTON, who makes her second appearance in Paramount pictures in "Women's Weapons," is a player of beauty and talent who, in "The Girl Who Came Back," her first starring vehicle, proved herself a decided acquisition to the galaxy of Paramount stars. She has a charming role in her newest vehicle, that of a devoted wife who rescues her husband from the net cast about him by an aesthetic woman who yearns for a soul mate without knowing just why. She employs women's weapons when she contracts herself with the other woman to the latter's disadvantage and thereby shatters her husband's romance and, incidentally, sends the soul mate woman about her business. Miss Clayton is thoroughly at home in a role of this description, because it fits her like a glove and temperamentally its atmosphere is most congenial. Miss Clayton will greatly increase her clientele by her portrayal in this splendid picture and it will, besides, enhance her reputation for artistry, sweetness and irresistible charm.

AUTHOR IS FAMOUS

BEULAH MARIE DIX, author and adaptor of "Women's Weapons" is a writer of ability with numerous picture successes to her credit. She adapted the photoplay "The Girl Who Came Back," from the play "Leah Kleschna" for Miss Clayton, as well as many of Sessue Hayakawa's picture successes. She is a novelist and her stories have appeared in the best magazines. Miss Dix has skill, imagination and talents of a high order as her brilliant record proves.

DIRECTOR IS SKILLED

ROBERT G. VIGNOLA is one of the ablest directors identified with the motion picture industry. He won fame by his direction of Pauline Frederick in many of her most artistic film hits and his work in "The Girl Who Came Back" stamped him as a genius in his field.

STORY IS CHARMING

LIVING with her husband, an author of repute, and their two children, Anne Elliot is happy until one day when the children are stricken down with scarlet fever. Mrs. Elliot is quarantined with the youngsters in their home, while Elliot, living in town, leads a lonely life in the interim.

Elliot meets Esmee Hale, an artist, who has been employed to illustrate one of Elliot's books. She is an aesthetic woman with a yearning for a soul mate and she selects Elliot as the man she must "rescue" from the commonplace existence which seems to be his lot. He becomes infatuated with her and for a time forgets his wife, children, home and all he holds dear in the glamor of her smiles and companionship, though their relations have not thus far passed into the danger stage.

Anne learns of her husband's infatuation for Esmee and although she is tempted to make a scene, she realizes that such a course must inevitably precipitate scandal and besmirch the good name of herself and children. She secretly selects women's weapons with which to fight her battle and put her enemy to rout. Elliot is paying Esmee's bills, and to meet them, he plunges wildly into investments and loses everything. On the other hand, Anne has invested wisely with the result that she has trebled her capital.

She induces her husband to go with her to a seashore cottage where they are to write a play they had planned, and after agreeing to this, Elliot invites Esmee to spend the summer at their cottage. Anne contrives to become rid of the house maid and pretending that she has scalded her foot, she goes to bed, leaving Esmee to attend to the household duties. She is unfitted for such an existence and presently Elliot discovers that she is a slattern and totally unlike his wife. He manages to thrust Esmee out of his Eden and his wife takes him back to her heart without revealing to him the fact that she knew the truth all along and that she had fought and won a momentuous fight.

SUPPORT IS EXCELLENT

THE support provided for Miss Clayton in this picture is excellent. Elliott Dexter plays opposite to the star. He is one of the best leading men in the cinema field. Vera Doria has a fine role, while others in the cast are James Neill, Josephine Crowell, Pat Moore and Dorothy Rosher, all players of repute.

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SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Ethel Clayton or "Women's Weapons."

A Paramount Picture

Second Paramount Starring Vehicle of Ethel Clayton "Women's Weapons," Affords Her a Striking Portrayal

Beautiful Star Praises Story by Beulah Marie Dix and Pays Tribute to Director and Supporting Players—A Really Remarkable Photoplay

ETHEL CLAYTON, she of the bronze-gold tresses, the blue eyes and wistful smile, star in many screen plays, and now one of the Paramount galaxy, will soon be seen here in her second production from Famous Players-Lasky Corporation as Anne Elliot in "Women's Weapons," by Beulah Marie Dix. It is safe to say that never in her career has Miss Clayton had a role more admirably suited to her undoubted talents than this. As the clever and patient wife of the author who is temporarily infatuated by a woman who appeals to his intellectual sense, she achieves a triumph in repressed emotional acting, succeeding also in looking exceedingly beautiful and winning sympathy from the start.

"I found in this role much to appeal to my sense of the dramatic values as well as the human quality of sympathy," said Miss Clayton. "Anne is so essentially a woman of the sensible type, who employs the weapons naturally provided her to prevail against another of her sex, equipped only with a certain fascination resulting from her ability to appeal to the intellectual and romantic side of a man who is afflicted with artistic temperament.

"I tried to put myself in Anne's place, and I hope have succeeded. I am sure that with the splendid support accorded by Mr. Elliott and Miss Doria and with the finished direction of Mr. Vignola, there is every reason to believe that the picture will please the film patrons greatly. It is a very human story that Beulah Marie Dix has provided, one with an appeal for every woman and perhaps a warning for every man. As such it will certainly prove entertaining."

Ethel Clayton, since her affiliation with Paramount has demonstrated that she is a mistress of emotional work, the type of actress to tug at your heartstrings and make you feel that which actuates her characterizations. This picture, however, is decidedly cheerful in tone and the ending is a triumphant one for those who move in the grooves of decency and value the sanctity of the home.

A few years ago, Holbrook Jackson wrote a book called "The Eighteen-Nineties" which gave a remarkable history of those strange, exotic creatures of that outre period in literary and artistic circles, who simply revelled in "vivid purple moments" and discussed with avidity the demoralizing and decadent vices of the day, who described a flower as "dripping with odors."

This was the period of the "Yellow Book," of Aubrey Beardsley's weird drawings and Oscar Wilde's remarkable stories and poems. It produced many geniuses and some survive. It was colorful, heady, fragrant with opium-like perfumes, a revolt against the puritanical 'eighties, and it passed—today it is almost forgotten. But it did give to the world some of the most unforgettable creations that are to be found in the artistic circle. One shudders to think what would have happened if moving pictures had existed then.

To get to the point, a woman who might have stepped from the pages of "The Savoy," Henry Harland, Max Beerbohm or some of the literary of that day, appears in Ethel Clayton's newest Paramount picture, "Women's Weapons," which will be shown at the ..... Theatre next ..... This part is created by Vera Doria, a clever actress. She is the intellectual vampire. Beautiful in a certain degree, till the mask is off, the environment altered, she clings leech-like to the young husband—(Elliott Dexter)—of Anne Elliot, (Miss Clayton).

But the latter bests her when she takes her out of her sickly, sentimental, decadent atmosphere and ranges her beside herself. Comparisons in this case are, like the paraphrase, "odorous." The result is that the vampire glides back to her smoke-laden and punk-perfumed den while the wife, triumphant, retains the thoroughly disillusioned husband and father, using only woman's weapons, the natural charm against the artificial, real beauty against sham, love opposed to fascination, duty opposed to license.

This is a really remarkable picture, the story being extremely good. It is the work of Beulah Marie Dix and Robert Vignola directed the production. Miss Clayton never had a more compelling part nor one to which she was better suited than that of the beautiful and long-suffering wife in "Women's Weapons."

Cast and Story of "Women's Weapons"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Ethel Clayton's Latest Photoplay, "Women's Weapons."
A Paramount Picture

Lesson for Husbands Is "Soul Mate" Idea which Is Theme of "Women's Weapons," Ethel Clayton's New Photoplay

Story Deals with Man Who Became Infatuated with Woman Whom He Regards as His Soul Mate, But Whose Sanity Is Restored by a Patient, Resourceful Wife.

ANNE ELLIOT and her husband, who is an author much in the public eye, are a devoted couple. One day their two children, Nicholas, Jr., and his little sister, are stricken with scarlet fever, and while Anne is quarantined with the children, Elliot, living in town, finds himself quite lonely.

While discussing the illustrations for his new book with Esmee Hale, an artist, Elliot is attracted by the woman's beauty and her aesthetic nature which yearns for a soul mate. She reaches the conclusion that it is her mission in life to "rescue" Elliot from the commonplace wife who doesn't recognize his genius. The author becomes infatuated with the creature and his ready compliance renders her self-imposed task comparatively easy.

By degrees, Anne comes to a realization of the intimacy that has grown up between her husband and Esmee. She remains quiet, however, because she is conscious that the affair must cause gossip if it becomes known. She greets Esmee as usual, but secretly she selects women's weapons in her contest to retain the love of her husband and to protect the name of her children from slanderous tongues.

"WOMEN'S WEAPONS"

The Cast.

Anne Elliot..Ethel Clayton
Nicholas Elliot, her husband
Elliott Dexter
Esmee Hale, an Artist,
Vera Doria
Peter Gregory..James Neill
Margaret..Josephine Crowell
Nicholas Jr. ....Pat Moore
Sister.....Dorothy Rosher

Elliot is paying Esmee's bills, as soul mates are required to do, and to obtain funds, he plunges in the market and loses heavily. At the same time, Anne, by a lucky investment, trebles her capital, but she keeps the news from her husband and pretending that he has brought his family to ruin, she suggests that they retire to a lonely cottage at the seashore where they may write the play they have planned and make their fortune.

Elliot readily complies, but still enmeshed in Esmee's net, he invites her to spend the summer in his cottage. She agrees and thus Anne has the opportunity to employ her secret weapons, the most potential one being the chance afforded her to show her husband the contrast between herself and the other woman, in the way of washing dishes, mixing bread and performing other domestic functions. Determined to force Esmee to a show down, Anne gets rid of the maid and then, pretending to have scalded her ankle, she takes to her bed, leaving the aesthetic Esmee to look after the household work and children.

Removed from her own luxurious and pseudo-artistic setting, Esmee fails to meet the test. She proves herself to be a stupid, bad-tempered and slatternly creature, who is much older than Elliot thought her to be. She is in cruel contrast to Jane, who is most charming in her home with her children and whose beauty will stand sunlight and salt water. With a feeling that he has had a narrow escape from making a complete fool of himself, Elliot speeds Esmee on her way and returns to his victorious wife. She receives him lovingly and never lets him suspect how much she knew of his temporary infatuation for Esmee, and how much she herself suffered through his thoughtlessness and near-desertion.

Press Review of "Women's Weapons"

To be Sent to the Newspapers Immediately After the First Display of Ethel Clayton's New Photoplay.
A Paramount Picture.

Ethel Clayton's New Paramount Photoplay "Women's Weapons" Teaches Good Lesson to Husbands and Wives

Picture, One of the Best Seen Here this Season, Proves an Attractive Entertainment and is Heartily Received by Large Audience.

THE wholesome lesson for husbands who become infatuated through an appeal to the intellectual sense and are enmeshed by the "soul mate" idea, contained in "Women's Weapons," Paramount's new picture starring the ever delightful Ethel Clayton, makes it a singularly attractive entertainment as the audience at the ..... Theatre, where it is now being exhibited, demonstrated at the opening presentation yesterday.

Anne Elliot and her husband, Nicholas, an author, are happy till an attack of scarlet fever afflicts their two children and Anne is quarantined with them while Nicholas is forced to remain in town. He seeks solace for his loneliness in Esmee Hale, a poseur, who is illustrating his book. She is full of the new-fangled ideas of latter day so-called Bohemians and Nicholas becomes infected by her creed, though he escapes actual wrong.

Anne learns of this but instead of rushing to a divorce court as some unhappy wives might do in similar circumstances, she seeks to overcome the infatuation with its potential danger by women's weapons. Nicholas lavishes money on his potential "affinity" and by an unlucky investment or two loses heavily. Meantime, Anne, by the sensible use of her money, has trebled her income. She says nothing of this, however, and permits her husband to believe them on the verge of ruin.

They retire to a little seashore cottage, and in order to develop her "cure," Anne consents to have Esmee accompany them that she and Nicholas may write a play together and become famous and wealthy.

Then, by pretending illness, Anne leaves Esmee to do the housework and Nicholas sees his idol with feet of very pronounced clay. Indeed she shows up so badly in comparison to the really beautiful and clever wife, that the husband finally sends her packing and goes back to Anne a sadder and wiser man. And his wife, saying nothing of the near heartbreak, accepts his return philosophically, gratified by the victory of women's weapons over the intellectual control of the faddist.

Miss Clayton makes of Anne a lovable woman, clever and attractive, while Elliott Dexter succeeds in investing the somewhat caddish Nicholas with a reality that is thoroughly convincing. Fine work is achieved by Vera Doria as the poseur, Esmee, while two clever children interpret the roles of the two young hopefuls of the Elliot establishment. The emotional work of Miss Clayton is restrained and effective. The settings of the picture are pleasing and the direction evidences a master hand—that of Robert G. Vignola. The story is an original one by Beulah Marie Dix.



a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

The Vampire Couldn't Stand the Breakfast Table Test!



JESSE L. LASKY
presents

ETHEL CLAYTON

IN

"WOMEN'S WEAPONS"

A Paramount Picture

Story and Scenario by Beulah Marie Dix
Directed by Robert G. Vignola

The wife had the nerve to get the vampire to come and stay with them, knowing her husband was in love with this cigarette-artist. Then the wife fell sick, (?) on purpose, and left dear old vamp to cook and mend for Hubby, whereupon Cupid flew the coop!!

PARAMOUNT THEATRE

Prices 10c and 15c — — From 11—11

PARAMOUNT THEATRE

10c and 15c — — 11—11



The wife got the vampire to come and stay with them, and then matched her at cooking and housework right in front of the misled husband.

Talk about a victory! The wedding ring certainly came out on top.

Jesse L. Lasky Presents

ETHEL CLAYTON

IN

"Women's Weapons"

A Paramount Picture

Story and Scenario by
Beulah Marie Dix
Directed by Robert G. Vignola

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

PARAMOUNT THEATRE

Prices 10c and 15c — From 11—11



JESSE L. LASKY presents

ETHEL CLAYTON

IN

"WOMEN'S WEAPONS"

A Paramount Picture

Story and Scenario by Deulah Marie Dix
Directed by Robert G. Vignola

SHE could fascinate another woman's husband in the evening, but once she was asked to stay all night and *get breakfast* in the morning. What a sight!

And wifie won out. Some love-stunt!

UP AND DOWN BROADWAY

In and Out of the Film Studios

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Ethel Clayton's New Paramount Photoplay, "Women's Weapons."
A Paramount Picture.

ETHEL CLAYTON'S WOMANLY CHARM GRACES PICTURE

It Proves Strong Weapon in Winning Husband in "Women's Weapons."

THE weapons by which Ethel Clayton wins her husband back in "Women's Weapons," the new Paramount picture in which she is starred, which is to be shown at the ..... Theatre next ....., are not the same as those employed to win her screen following, and yet in a sense they are the same. They are, after all, the weapons with which Eros attacks his victims; the lure of sweetness, womanly charm.

These may be exerted in several ways. Miss Clayton uses them to attain the admiring regard of her screen patrons and employs in addition the gift of the gods—her splendid artistry. In the picture she uses the weapons to convince her straying spouse, all but caught in the web of an intellectual vampire, that a sincere, true woman is worth a score of soul-mating, sinuous leeches, the poseurs, the maidens of the purple moments.

Miss Clayton is exquisite in this role of the true wife, while Vera Doria does wonderful work as the siren. Elliott Dexter is the husband, and as usual is debonnaire, suave and genteely convincing. Robert Vignola directed the photoplay.

Charming Photoplay.

ETHEL CLAYTON, the charming Paramount star who is seen in her second starring vehicle, "Women's Weapons," at the .... Theatre this week, has an excellent role in the portrayal of which she evidences indisputed artistry. The picture is in every way charming and evokes admiring comments from each successive audience.

"WOMEN'S WEAPONS" IS ETHEL CLAYTON'S LATEST PHOTOPLAY

Life in Bohemian Quarter Is Admirably Pictured in Production.

THE various "bohemian" quarters, so-called, of the larger cities, notably that included within the precincts of Washington Sq., New York, are productive of many men and women who assume a license in all matters of life that is denied the more retiring element of society, or at least is not given as much publicity. For the artificial bohemian loves to pose, to have his name and his deeds alike blazoned before the world. He must be dining and wining and generally talking that he finds work almost crowded out. Yet he never wearies of telling what he is going to do. And he dearly loves the ideas of the soul mating, affinity seeking type. He is, in short, an unadulterated fraud.

A woman of this type is the dangerous influence which enters the life of the Nicholas Elliot's in "Women's Weapons," Paramount's newest picture, starring beautiful Ethel Clayton, which will be shown at the ..... Theatre next ..... The role is played with skill by Vera Doria.

Miss Clayton is an admirable opposite to this outre figure. She bests the new type of vampire by use of woman's weapons—those best known to the sex. In other words, she disgusts her temporarily infatuated husband with the poseur and wins him back again. Beulah Marie Dix wrote the story and it was directed by Robert G. Vignola with consummate skill.

THIEF ATTEMPTS TO STEAL GOWNS OF ETHEL CLAYTON

Beautiful Paramount Star Has Exciting Experience in Los Angeles.

AN indescribable commotion in which gowns valued at $700 were tossed about on Broadway, Los Angeles, a fleeing thief, and a dramatic struggle before he was downed—this all happened the other day when Ethel Clayton, the Paramount star, went shopping.

Miss Clayton, accompanied by Mrs. Thurston Hall, alighted from a limousine before one of the Los Angeles stores. After they had selected costly gowns that are worn by Miss Clayton in her new Paramount picture, "Women's Weapons," the dresses were carried to Miss Clayton's car by an attendant.

Leonard Park, Miss Clayton's driver, opened the door of the limousine, saw that the gowns were safely inside, and then turned his gaze straight ahead. A moment later he heard a slight movement in the car. He looked around one side and saw that the door was closed. But when he looked on the other side the door was open and a young man was moving off with the gowns under his arm.

Park bounded from his seat and darted after the man. At the same moment Miss Clayton and Mrs. Hall came out of the store, but were too far away to render assistance. The man was captured after a chase. The gowns were recovered without damage, but the excitement of the attempted theft caused Miss Clayton considerable shock. Miss Clayton will be seen in her new photoplay at the .... Theatre on .... next.

ELLIOTT DEXTER REFINED ACTOR

Has Splendid Role in Ethel Clayton's "Women's Weapons."

ELLIOTT DEXTER, urbane, dignified, refined, yet skillful in his depictions of the varied emotions of the heart, plays the role of Nicholas Elliot in "Women's Weapons," Ethel Clayton's newest Paramount picture, which will be shown at the ..... Theatre next ..... As the husband, lured temporarily into exotic paths through the fancied appeal of a woman who apes the mannerisms of the faddists and is one herself, he gives a picture of mingled weakness and strength, of good intent, but vaccilating nature. His return to the ways of common sense as a result of his wife's clever scheming is effectively accomplished.

Elliott Dexter is one of the most talented actors on the screen because he combines a natural ability, good looks and refinement of bearing, with lofty imagination. His work in several special Artcraft pictures directed by Cecil B. De Mille have brought him more widely than ever before the public eye, though he has had a most successful screen career during a period of several years before the camera.

Talented Scenarist.

BEULAH MARIE DIX, author of "Women's Weapons," the new Paramount picture starring Ethel Clayton, which is on view at the ..... Theatre this week, is a talented scenarist with a wealth of imagination and a fluency, coupled with a keen sense of dramatic values and of the humorous, and her work for Paramount has placed her in the front ranks of photoplaywrights.

ROBERT G. VIGNOLA FAMOUS DIRECTOR

Does Excellent Work in Ethel Clayton's "Women's Weapons."

ROBERT G. VIGNOLA, known for his artistic direction of many Paramount pictures, including several starring Pauline Frederick, has accomplished another fine piece of work in "Women's Weapons," starring Ethel Clayton, which will be displayed at the ..... Theatre next ..... Mr. Vignola also did "The Girl Who Came Back" with the same star.

He is essentially an artist, with the Latin temperament, giving a sincerity of touch and exotic values to productions that call for this sort of direction. At the same time, he is entirely at home with purely domestic pictures as in the case of the present subject. His versatility, knowledge of the art, skill and persistence have made him valuable indeed upon the directorial staff of the organization.

Has Striking Role.

VERA DORIA has perhaps the most striking role of her career in "Women's Weapons," the newest Paramount picture starring Ethel Clayton, which is being displayed at the ..... Theatre this week. This picture is one dealing with the effort of a wife to rid herself of a woman who has fastened like a leech upon her temperamental spouse. Miss Doria is the "other woman," a poseur, dilletante, so-called "bohemian" and cultist, with the soul mate idea well developed. Her work is highly artistic and offers opportunity for favorable comparison with the best character depiction of the screen.

JAMES NEILL HAS NOTABLE CAREER

Has Strong Role in Ethel Clayton's New Picture.

JAMES NEILL, actor, gentleman, thorough scholar and talented follower of Thespis, has the role of Peter Gregory in "Women's Weapons," the new Paramount picture starring Ethel Clayton, which will be the attraction at the ..... Theatre next ..... Mr. Neill, after a career of exceptional success upon the stage, has come to a safe harbor in the films and has given so many splendid performances since that it would be difficult to enumerate them herein. He is one of those conscientious actors who puts his art first and never fails to give a thoroughly artistic performance of a given role.

Miss Clayton's support is unusually efficient. Her leading man is Elliott Dexter, one of the best known screen players in the country.

Notably Fine Picture.

THERE have been few pictures presented in this city this season which have more attractive qualities than "Women's Weapons," Ethel Clayton's new Paramount photoplay which is the main feature of an attractive bill at the ..... Theatre this week. The role portrayed by Miss Clayton is an unusual one and affords her numerous opportunities for the display of her exquisite artistry. The picture is one that once seen is not soon forgotten. Miss Clayton's support is excellent in every respect.

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"WOMEN'S WEAPONS"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Cuts of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Women's Weapons"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

Few among the motion picture stars of this country are more popular than Ethel Clayton who makes her second appearance as a Paramount star in "Women's Weapons" at our theatre next..... This is a charming photoplay and it is in every respect an adequate vehicle for Miss Clayton's second Paramount appearance.

In this picture, Miss Clayton appears as the patient wife of an author who falls into the net of a vampirish woman who utilizes him as her soul mate with disastrous results. The wife employs weapons which every woman will understand, to retain her husband's love and to put the vampire to flight.

This role affords Miss Clayton many opportunities for the display of her exquisite talents. The picture was directed by Robert G. Vignola and the scenario was written by Beulah Marie Dix. Miss Clayton's leading man is Elliott Dexter. We think you will be greatly interested in this production and we recommend it to you highly.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Women's Weapons"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to inform you that Ethel Clayton, the beautiful motion picture star, will be seen in her second photoplay, "Women's Weapons," at our theatre next..... This is an unusually fine picture and should be most pleasing to our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 3 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We desire to announce that Ethel Clayton's second Paramount photoplay, "Women's Weapons," will be shown at our theatre next ..... This is a splendid photoplay affording Miss Clayton a most effective role. We believe it will please our clientele greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to inform you that Ethel Clayton's second photoplay as a Paramount star, "Women's Weapons," will be shown at our theatre today. We will be pleased to extend you every courtesy should you find it convenient to attend the premier showing.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
ETHEL CLAYTON in "WOMEN'S WEAPONS"

Always obtainable at your Exchange



Three Sheet



Three Sheet



One Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
	CHARLES RAY	A NINE O'CLOCK TOWN
	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
	GRIFFITH'S	THE GREAT LOVE
	PAULINE FREDERICK	FEDORA
	WILLIAM S. HART	RIDDLE GAWNE
	BILLIE BURKE	IN PURSUIT OF POLLY
	DOROTHY DALTON	GREEN EYES
	DE MILLE'S	TILL I COME BACK TO YOU
	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
	J. BARRYMORE	ON THE QUIET
	E. FERGUSON	HEART OF THE WILDS
	WALLACE REID	THE SOURCE
	E. CLAYTON	THE GIRL WHO CAME BACK
	SPECIAL	THE HUN WITHIN
	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
	D. FAIRBANKS	HE COMES UP SMILING
	M. CLARK	OUT OF A CLEAR SKY
	D. DALTON	VIVE LA FRANCE
	FRED STONE	THE GOAT
	SHIRLEY MASON	COME ON IN
	VIVIAN MARTIN	HER COUNTRY FIRST
	M. PICKFORD	JOHANNA ENLISTS
	CHARLES RAY	THE LAW OF THE NORTH
	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

	M. PICKFORD	THE EAGLE'S MATE
	M. CLARK	WILDFLOWER
	SPECIAL	THE GIRL OF THE GOLDEN WEST
	P. FREDERICK	ZAZA
	G. FARRAR	CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 26

A Daughter of the Old South

Scheduled Release Date: **24 Nov 1918**

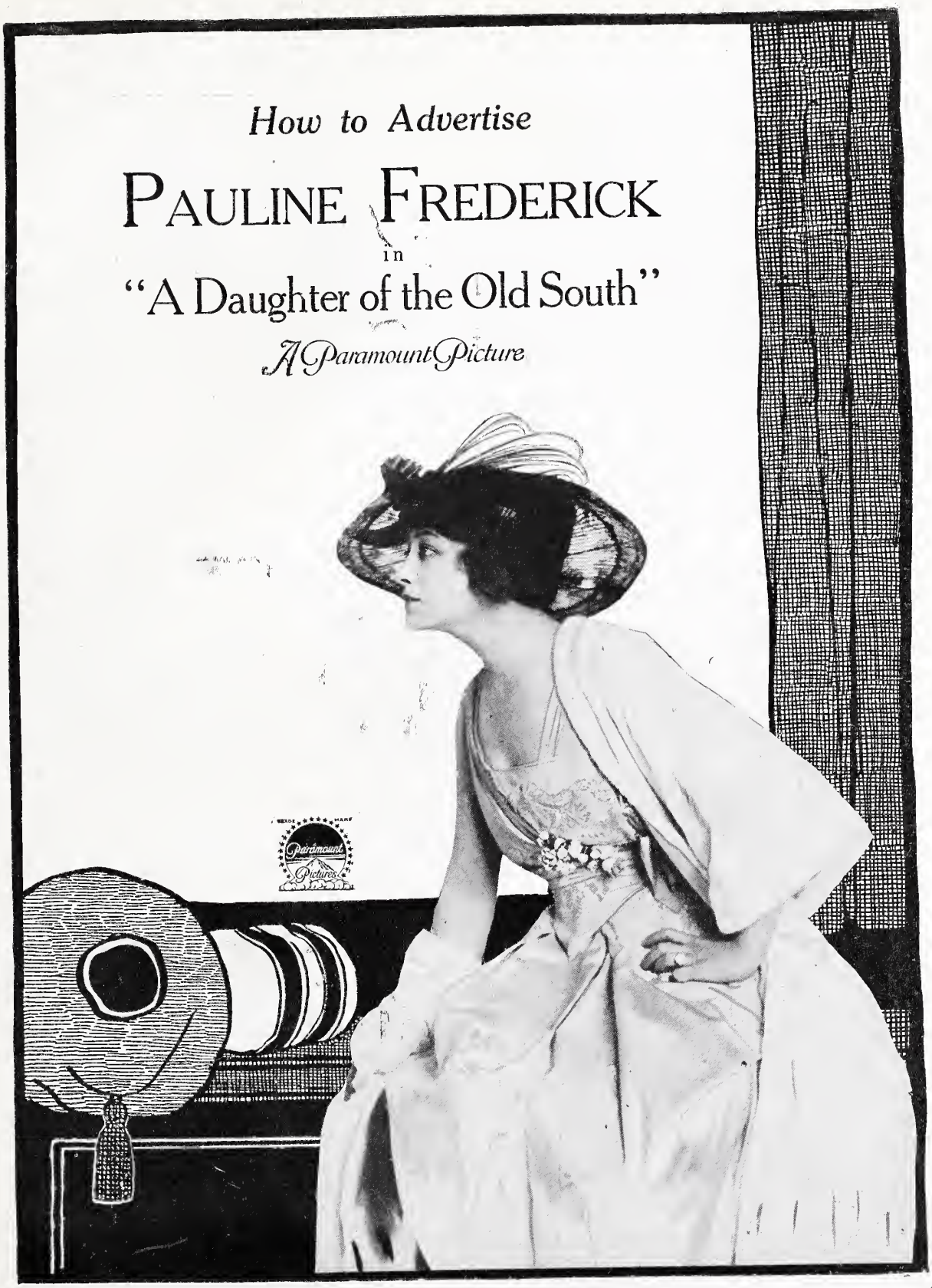
How to Advertise

PAULINE FREDERICK

in

"A Daughter of the Old South"

A Paramount Picture



PRODUCTION CUTS AND MATS

"A Daughter of the Old South"



ISSUED IN SETS OF TEN, CONSISTING OF
Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above.

Always Obtainable at Your Exchange.

EXHIBITOR'S PRESS BOOK

Charles Kenmore Ulrich, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Important Facts Regarding "A Daughter of the Old South"

PAULINE FREDERICK, STAR

RECOGNIZED as an actress of unusual merit, Pauline Frederick is one of the foremost stars in the field of silent drama. Her recent interpretations of Sardou and Tolstoy roles in motion pictures added greatly to her fame for artistry and histrionic accomplishments. She achieved a distinct triumph by her excellent work in "La Tosca," "Resurrection," and "Her Final Reckoning," in all of which photoplays her characterizations were marked by great power and splendor of interpretation. In her latest photoplay, "A Daughter of the Old South," she has a role which will present her in a new and more interesting light to her admirers. She will appear as a Creole girl, young and beautiful, whose love story is one of unusual interest, and which has a peculiar twist, the delineation of the character requiring full exercise of that exceptional ability for which Miss Frederick is famous. That it will be a screen portrayal calculated to enhance her celebrity, there can be little doubt. It is a beautiful characterization rendered, perhaps, more captivating and exquisite by the beauty and talent of this exceptional star.

THE AUTHORS

THE authors of "A Daughter of the Old South" are Alicia Ramsey and Rudolph de Cordova, both writers of ability, whose stories have gained wide popularity in the magazines and in current periodicals. In "A Daughter of the Old South" they have presented a story of unusual interest and provided Miss Frederick with a new vehicle of exceptional strength.

THE SCENARIST

THE work of adapting "A Daughter of the Old South" to the screen was performed by Margaret Turnbull, a scenarist of unusual talent and wide celebrity. This screen writer has written many scenarios, all of which have been eminently successful, and the native talents she displays in this picturization amply attest her fine ability and taste.

THE DIRECTOR

EMILE CHAUTARD, a director of signal merit, who recently became attached to the Paramount forces, directed Miss Frederick in "A Daughter of the Old South." Mr. Chautard is a Frenchman, whose dramatic training and professional stage experience qualify him for exceptional work in the motion picture field. That "A Daughter of the Old South" will accentuate his fame is a foregone conclusion. Mr. Chautard is a director of ability whose merits are bound to be generally recognized.

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THE STORY

DOLORES JARDINE, a young and beautiful Creole girl, is betrothed to Pedro de Alvarez, a wealthy Spaniard. Proud, haughty and independent, Dolores who is imbued with American ideas, rebels against her proposed marriage. While praying in church one day, she meets Richard Ferris, a young novelist, and Dolores instantly falls in love with him. She begs her grandmother to prevent her marriage to Pedro, but before an arrangement to this end can be completed, Pedro returns from South America and urges Dolores to become his bride. Meanwhile, Ferris meets Lillian Hetherington, an old flame, whom he had left in New York, and his love for her revives. Dolores learns of this and she plots to poison Ferris at the first opportunity. Inviting Ferris to dine with her, Dolores empties the contents of a vial marked "Poison" into his wine, then tells him that she has poisoned him. Paralyzed with fear, Ferris sinks in terror at Dolores' feet, begging her to save him, thereby proving his craven nature. She promises to do so on condition that he marry her, and to this he eagerly consents. Conscious that Lillian has seen and heard everything, Dolores announces that the alleged poison is pure water and that she has merely adopted this ruse to bring him to his knees and to show Lillian the character of the man she is to wed. Lillian turns from him, sick with disgust, and Dolores is about to stab herself, when Pedro prevents her from carrying out her purpose. He avows his love and with a sobbing cry she yields to his embrace.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire an Original Story on Pauline Frederick or "A Daughter of the Old South"

A PARAMOUNT PICTURE

Pauline Frederick Praises Her Role of Creole Girl in New Photoplay "A Daughter of the Old South"

Beautiful Paramount Star Says It Tested Her Capabilities to the Utmost to Give It an Effective Portrayal—Characterization a Revelation in Versatility

THE thousands of admirers of Pauline Frederick, the talented star in Paramount pictures—and who does not admire her for her exquisite artistry?—will have an opportunity to see her in a new and charming characterization, that of a Creole girl in the sunny South, when her newest photoplay, "A Daughter of the Old South," is displayed at the ..... Theatre next .....

All who have seen Miss Frederick in her recent motion picture successes, notably, "La Tosca," "Resurrection," and "Her Final Reckoning," in which she portrayed strong dramatic roles, will find her characterization in "A Daughter of the Old South," a revelation in versatility. But this is not to be wondered at for Miss Frederick is one of the most versatile actresses in the silent drama. In this charming photoplay written by Alicia Ramsey and Rudolph de Cordova and picturized by Margaret Turnbull, Miss Frederick plays the part of a Creole girl who has become imbued with American ideals and who rebels against being made a pawn on the marriage board manipulated by her grandmother. Of course, she vehemently voices her right and desire to choose her own husband.



PAULINE FREDERICK

"Dolores has a mind of her own," said Miss Frederick in discussing her new character recently. "She is ripe for love adventures and she protests strongly when her grandmother barters her hand and heart for wealth and social position. She goes to a church one day to pray and there she meets Ferris, a young novelist. Is it any wonder, after she observes that he is handsome and attentive to her that she would believe he was sent into her life in answer to her prayers?

"Of course, she is happy as long as no cloud appears on her love horizon, and she has faith in the man who pretends to love her. But one day another woman appears on the scene—a woman Ferris had professed to love long before he knew Dolores. When Dolores sees them engaged at their love-making, she is horribly incensed and resolves to poison Ferris. But happily, she changes her mind about that and after she has proved Ferris to be a coward, she tries to kill herself, but is prevented from carrying out her fell design by her Spanish sweetheart.

"You will see by all this that Dolores is a queer character indeed. I really enjoyed the part and I have reason to believe that the public will like the photoplay immensely. Everybody from the director down, worked hard to make it excellent in every way and I think they have succeeded abundantly. Some of the scenes in the picture will, I believe, surprise everyone by their magnificence."

That Miss Frederick's prediction is likely to be verified is evidenced by the fact that many inquiries are being made by exhibitors regarding this unusual photoplay. That it will be a big attraction is conceded.

Miss Frederick's success in her recent pictures of "Her Final Reckoning" and "Resurrection" was most pronounced, but her director, Emile Chautard, is convinced that "A Daughter of the Old South" will be even more successful. At any rate, her popularity is of that quality which will insure large audiences at Manager .....'s playhouse during the display of that picture.

CAST AND STORY OF "A DAUGHTER OF THE OLD SOUTH"

For Use of Exhibitors in Their House Organs or for General Publicity

A PARAMOUNT PICTURE

Delightful Story is that of the Photoplay "A Daughter of the Old South" Starring Pauline Frederick

Charming Paramount Actress Portrays Role of Beautiful Creole Girl Who Finds Love in A Unique Manner and who Nearly Falls Victim to a Tragedy

A YOUNG and beautiful Creole girl, Dolores Jardine, is betrothed by her grandmother to Pedro de Alvarez, a wealthy spaniard. Pedro goes to South America on a business trip and in his absence Dolores resents living like a nun amid the worn and faded splendor of her ancestors and she rebels against her forced marriage. She angrily insists upon her right to choose her own husband.

Dolores is praying before the altar of St. Joseph's Church for a husband after her own heart, when she becomes vaguely conscious of a stranger entering the church. She turns and meets Richard Ferris, a young novelist, and in him Dolores believes she beholds the answer to her prayers. Ferris is attracted by her beauty and they soon became acquainted.

Meanwhile, Pedro returns from South America and when he meets Dolores she displays visible resentment. Dolores prompts her grandmother to put Pedro off from day to day, meanwhile meeting Ferris clandestinely whenever she can. He has taken an old stone cottage beyond the church and there they spend many wonderful hours together. Ferris often thinks with a wry face of Lillian Hetherington, an heiress whom he has left behind in New York. He finds Dolores a rare Southern type for the heroine of his new novel and he allows no former attachment to stand in the way of their meeting.

"A Daughter of the Old South"

THE CAST

Dolores, a Creole	Pauline Frederick
Pedro, a Rich Spaniard	Pedro De Cordoba
Daughter	Vera Beresford
Grandmother	Mrs. T. Randolph
Ferris, a Novelist	Rex McDougall
Housekeeper	Myra Brooks
Father	J. P. Laffey

While all this is going on, Lillian appears suddenly, she having accompanied her father south on a business trip. They arrive at the little hotel where Ferris is staying and the sight of her revives his old affection to the degree that he treats Dolores coldly. Dolores sees Ferris and Lillian together and overhears their avowals of love. She, therefore, plots to poison Ferris at the first opportunity.

Dolores seeks Lillian and shows her a ring which Ferris had given her. To prove that the novelist is her's, she bids Lillian come to the old stone cottage that night, where Ferris is to meet her for the last time. From her place of concealment, Lillian witnesses the lover-like scene between her rival and fiance, who, on seeing Dolores dressed in a magnificent wedding gown of her grandmother's, presiding over a luxuriant feast of wine and Creole delicacies, which she has spread in the candle-lit study, is quite charmed by the girl's witch-like beauty. While Ferris is looking elsewhere Dolores empties the contents of a vial marked "Poison" into Ferris's wine. He drains the glass and with a mocking laugh she flings the empty vial on the table before him and announces that she has encompassed his death.

Mad with fear, Ferris staggers about the room and, finally sinks in terror at Dolores feet, begging her to save him. She agrees to do so on condition that he marry her, and this he promises to do. Conscious that Lillian has seen and heard everything, Dolores announces that the alleged poison was pure water and that she had merely adopted this ruse to bring Ferris to her feet and to show Lillian the sort of scoundrel he is. Lillian turns from him sick with loathing.

Dolores makes her escape into a lonely grove and is about to stab herself when Pedro takes the dagger from her. He tells her that the past is forgotten, avows his love and draws her to his heart. With a weary sobbing cry, she yields to his embrace.

PRESS REVIEW

To be sent to the Newspapers Immediately After the First Showing of "A Daughter of the Old South."

A PARAMOUNT PICTURE

Pauline Frederick Proves a Delight in Her Splendid New Paramount Photoplay "A Daughter of the Old South"

Story Interpreted by Capable Screen Players one of Exceptional Dramatic Interest and Heart Appeal, Proves an Admirable Vehicle for Beautiful Paramount Star.

THE admirers of beautiful Pauline Frederick, the famous Paramount star, turned out in force at the ..... Theatre yesterday, when her latest photoplay, "A Daughter of the Old South," had its premier showing in this city. The photodrama, which is one of unusual merit from the standpoint of acting, photography and direction, was cordially received and instantly demonstrated its popularity.

In this photoplay, Miss Frederick portrays the role of Dolores Jardine, a young Creole girl with American ideas who is betrothed to a wealthy Spaniard against her inclination. She angrily demands of her grandmother the right to choose her own husband, and while praying in a church one day, she meets Richard Ferris, a young novelist. This chance meeting is followed by others in the course of which Ferris vows his love for Dolores, and gives little thought to Lillian Hetherington, an heiress whom he had left in New York.



PAULINE FREDERICK

While this affair is going on, Lillian appears suddenly in Louisiana, and with her father is staying at the hotel which Ferris has made his headquarters. The two meet by accident, and their love flame is rekindled, with the result that Ferris discards Dolores, and pays his devoirs to Lillian.

In revenge, Dolores obtains poison and resolves to administer the drug to Ferris at the first favorable opportunity. She invites Ferris to come to an old stone cottage, where they had frequently met, and after obtaining his promise to come, bids Lillian to be present at their meeting. From her place of concealment Lillian watches the lover-like scene between her rival and fiance, who, on seeing Dolores dressed in the magnificent wedding gown of her grandmother, and presiding over a luxuriant feast of wine and Creole delicacies, is again charmed by the girl's witch-like beauty.

While Ferris is looking elsewhere, Dolores empties the contents of a vial marked "Poison" into his wine, and then showing Ferris the bottle, informs him that she has poisoned him. Ferris falls crying at her feet, and begs her to save him. She agrees to do this on condition that he marry her, and this promise obtained, Dolores gleefully announces that the alleged poison is pure water and that she had merely adopted this ruse to prove to Lillian the character of the man he actually is. Dolores escapes to a grove and is about to plunge a knife into her breast, when Pedro, who follows her, prevents her from committing suicide. He avows his love and takes her into his arms. Miss Frederick was most artistic in the portrayal of the lights and shadings of this captivating role. Her artistry was never displayed to finer advantage than in this characterization, and that it was relished by her audience, was manifested frequently by applause. Her support was in every respect praiseworthy. As Pedro de Alvarez, a rich Spaniard, Pedro de Cordoba was more than excellent. Rex MacDougall as Ferris, the craven novelist, gave a satisfactory interpretation of that role. Others in the support were Vera Beresford, Mrs. T. Randolph, Myra Brooks and J. P. Laffey.

Too much praise cannot be bestowed upon the beauty and charm of the story of the picture which was written by Alocoa Ramsey and Rudolph de Cordova, or its picturization by Margaret Turnbull. The Photography was of a high order of excellence and every scene was marked by beauty which impressed all alike.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



Granny wanted to choose a husband for her; but—!

—but Dolores is a headstrong, romantic Creole lassie and has ideas on the subject herself; but, would you believe it, the man Granny chooses, turns out to be a *rough diamond* and Dolores falls in love with him herself after trying out a treacherous writer!

ADOLPH ZUKOR *presents*

PAULINE FREDERICK

IN

"A Daughter of the Old South"

A Paramount Picture

By Alicia Ramsey and Rudolph de Cordova. Scenario by Margaret Turnbull
Directed by Emile Chautard

STRAND

Broadway at Main Street

STRAND

THEATRE

She looked a beauty in her grandmother's wedding-gown!



ADOLPH ZUKOR
presents

PAULINE FREDERICK

IN

"A Daughter of the Old South"

A Paramount Picture

By Alicia Ramsey and Rudolph de Cordova
Scenario by Margaret Turnbull
Directed by Emile Chautard

She didn't put it on to be married in—oh, no!—she simply put it on to show her lover how nice she would look in it in case she *should* be the chief party at a wedding one day—*see!!*

Added Attraction!

"Hick Manhattan"

Paramount

A *James Montgomery Flagg Comedy*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
its "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P. M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

THE BROADWAY AND 77TH STREET
awa. "Honor of His House."
in "Riders of the Night."

HEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 16 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EVE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LAFERRO, "The Three of Us"
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

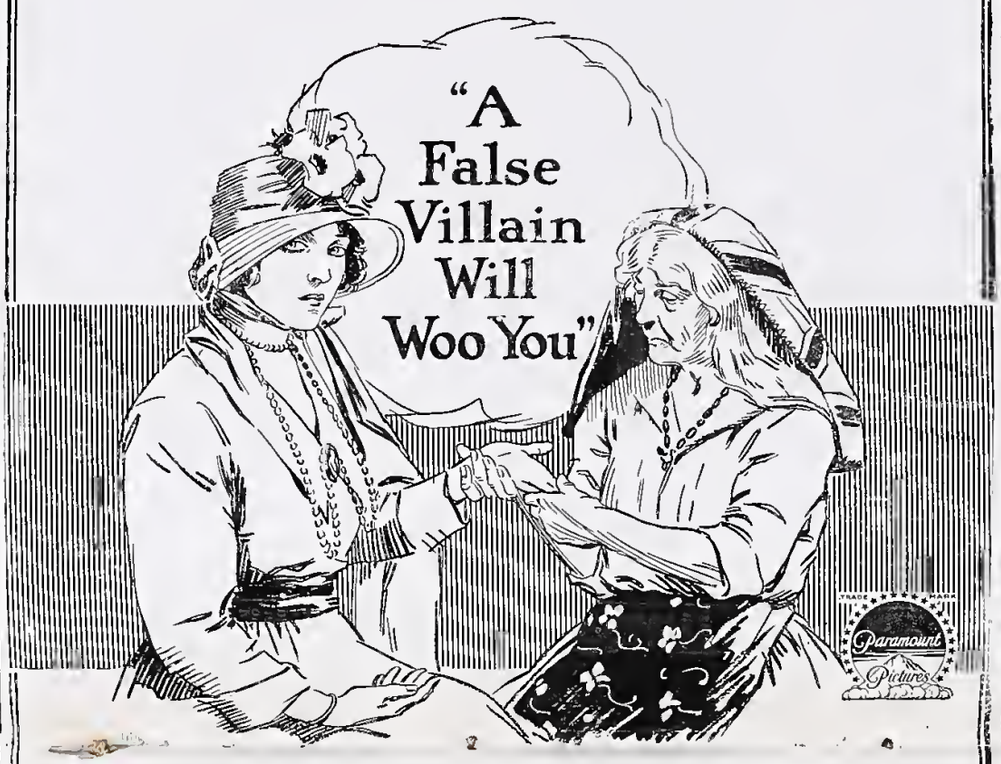
LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"



—and woo her he did, one of these writing fellows on the lookout for new sensations. He got a new sensation, too, for Dolores found out he was be-t rothed to another girl, got in touch with her and secretly rang her in on one of the "wooing" scenes!

ADOLPH ZUKOR *presents*

PAULINE FREDERICK

IN

"A Daughter of the Old South"

A Paramount Picture

By Alicia Ramsey and Rudolph de Cordova. *Scenario by Margaret Turnbull*
Directed by Emile Chautard

RIVOLI

Monument Square

UP AND DOWN BROADWAY

In and Out *of the* Film Studios

BELOW 14TH

NEW STAND EAST B. & MARI
Mrs. Vernon Castle, "Hillcrest Myste
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAT
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Thea
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "Tho

NEW 14th ST. 14TH
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E.
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, "Treasure

WACO 118 Riv
Elsie Ferguson, "The S

STAPLETON
RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,
"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,
HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PL
Tmw—MAE MARSH in "Field

ROCKAWAY,
NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights
COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hundr
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "A Daughter of the Old South"

A PARAMOUNT PICTURE

MISS FREDERICK'S NEW PHOTOPLAY A POWERFUL STORY

Beautiful Paramount Star a Creole in "A Daughter of the Old South"

THE admirers of Pauline Frederick, the beautiful Paramount star, will be much interested in the announcement that her latest photoplay, "A Daughter of the Old South," will be shown at the .... theatre next ..... Miss Frederick portrays the role of a Creole girl in this splendid photoplay which was written by Alicia Ramsey and Rudolph de Cordova, and her characterization is said to be essentially different from any which she heretofore has essayed in motion pictures.

As Dolores, in this picture, Miss Frederick delineates in captivating style the character of a girl reared in the South who has strong American ideals, and who rebels against being married off without her knowledge or consent to a man not of her own choosing. This forms the basis of an interesting and dramatic story, which has its distinct thrills and heart appeal. Miss Frederick is supported by an excellent company headed by Pedro de Cordoba, Vera Beresford, Mrs. T. Randolph, Rex McDougall and other well-known players.

Well known Scenarist

FEW writers for the screen are better known than Margaret Turnbull, who wrote the scenario of "A Daughter of the Old South," based on the story by Alicia Ramsey and Pedro de Cordova in which Miss Pauline Frederick, the beautiful Paramount star, will appear at the ..... theatre next ..... Margaret Turnbull has many notable picture successes to her credit, and judging from advance reports, it is more than likely that "A Daughter of the Old South" will be no less meritorious than its predecessors from Mrs. Turnbull's pen.

MISS FREDERICK A CREOLE GIRL IN HER NEW PICTURE

Delightful Role for Famous Star in "A Daughter of the Old South"

THE vehicle selected for Pauline Frederick's new Paramount picture is a photoplay especially written for the popular star by Alicia Ramsey and Rudolph Cordova, the famous authors, who have coliaborated to give Miss Frederick a subject affording as wide a latitude for the display of her emotional talents as the international dramatic successes recently picturized for her. This picture provide a modern story, the scenes of which are laid in America. The story was picturized by Margaret Turnbull, a prominent scenarist, who has adapted for the screen numerous Paramount pictures starring prominent players.

The title of the photoplay is "A Daughter of the Old South," and the role played by Miss Frederick is that of a beautiful Creole girl living in an old Louisiana town, who is arbitrarily betrothed to a wealthy South American Spaniard by her grandmother. The girl is possessed of American ideals and rebels against this old-world marriage, she vehemently voicing her desire to choose her own husband. The girl's mind is ripe for a love adventure and when she gets acquainted with a handsome young novelist in a romantic manner, she unhesitatingly gives him her heart.

The novelist has a fiancee in the north who accompanies her father to Louisiana on a business trip and the four principals in this quaint love drama meet, the northern girl succeeding in recalling the wandering affections of her lover. The Creole revenges herself in a sensational manner, with the result that the duplicity of the novelist is exposed and he is scornfully cast aside by the girl he expected to marry.

Miss Frederick is finely supported in this splendid photoplay which will be shown at the ..... theatre next .....

WOULD YOU POISON SWEETHEART WHO BREAKS HIS VOW?

This is Problem Solved by Miss Frederick in "A Daughter of the Old South"

IF your sweetheart proved false to you and while professing to love you, made love to another, would you poison him? This is the problem which Dolores. a Creole girl, the character portrayed by beautiful Pauline Frederick, in her newest Paramount photoplay, "A Daughter of the South," which will be shown at the ..... theatre next ....., is called upon to solve. This is only one of many interesting incidents which the authors of this admirable photoplay have crowded into their story.

Dolores is a self-willed young beauty, with strong American ideals, who rebels against being sold to a wealthy suitor for whom she has little, if any affection. When she meets a novelist while praying in church, she looks upon him as the answer to her prayers and instantly showers upon him the wealth of her love. But this chap is erratic to say the least, and when Dolores discovers that he is betrothed to another, her hot Latin blood prompts her to resort to poison as the only means for revenging herself upon him for his perfidy.

But it happens that a kind fate intervenes, but how, the picture itself shows best. It is sufficient to say that Dolores does not become a murderess, but on the contrary, finds love and happiness. The story of "A Daughter of the Old South,, is, exceedingly thrilling and its heart appeal is exceptionally strong. Miss Frederick's portrayal is said to be unusually artistic and that it will prove one of her best screen portraits is conceded. She is supported by excellent screen players, her leading man being Pedro de Cordoba, while others in the cast are Vera Beresford Mrs. T. Randolph, Rex McDougall, Myra Brooks and J. P. Laffey.

MISS FREDERICK PRAISES PICTURE

Says "A Daughter of the Old South" is Delightful Film

PAULINE FREDERICK, the beautiful emotional actress appearing in Paramount pictures, declared recently that "A Daughter of the Old South," her new Paramount photoplay, which will be shown at the ..... Theatre next ....., is one of the finest productions in which she has been seen since she became a star in the silent drama.

"The story is a charming one and the picture as a whole is an artistic gem," she said enthusiastically. "The part of the Creole girl which I play, interested me hugely and before the picture was completed, I had fallen in love with it. This little whimsical girl, full of fire and energy, appealed to me as she will appeal to all motion picture audiences, in my judgment. The photoplay was excellently directed and photographed, while the support is all that the most critical can demand."

Miss Frederick is supported by an excellent cast of screen players, chief among which are Pedro de Cordoba and Rex McDougall. The story is dramatic and the scenes are unusually strong.

A Notable Director

COUPLED with a fine story and capable players, is the direction of Emile Chautard, all of which makes "A Daughter of the Old South" the latest starring vehicle for beautiful Pauline Frederick, now being shown at the ..... Theatre, a picture attraction of supreme merit. Mr. Chautard is a director of skill and experience, a master of cinema technique, and his sense of dramatic unities is finely developed. Mr. Chautard recently was engaged to direct Paramount pictures and critical audiences find much in his output to praise and admire.

OLD CUSTOM THEME OF GREAT PICTURE

"A Daughter of the Old South" Has Remarkable Appeal

THE ancient system in vogue in Latin countries to betroth young girls to favored suitors without consulting the being most concerned in the transaction, forms the basic idea of the story of "A Daughter of the Old South," the latest Paramount photoplay starring beautiful Pauline Frederick, which will be presented for the first time in this city at the ..... Theatre next .....

Dolores, a charming Creole girl living in Louisiana, is bartered away in the marriage market by her grandmother, but she resents this course and places her heart in the keeping of an American novelist. When he proves faithless to her, she becomes revengeful and troubles follow rapidly. While these affect her life to some extent, Dolores ultimately finds happiness in the love of the man to whom she had been betrothed against her will. The story is exquisitely told by Alicia Ramsey and Rudolph De Cordova, the authors, and it has been finely picturized by Margaret Turnbull.

The photoplay was ably directed by Emile Chautard, an eminent French director now identified with the Paramount producing forces. In support of Miss Frederick appear such well known screen players as Pedro De Cordoba, Rex McDougall, Vera Beresford, Mrs. T. Randolph, and others.

Well Known Actor

PEDRO DE CORDOBA, who plays in support of Pauline Frederick in her new Paramount photoplay, "A Daughter of the Old South," which is on view at the ..... Theatre this week, is a player of wide experience and accomplishments. He formerly appeared in support of Sothern and Marlowe and he played many prominent parts in photoplays, notably "Barbary Sheep." He is a conscientious actor of magnetism and fine personality.

SUNNY SOUTH SCENE OF NEW PHOTOPLAY

"A Daughter of the Old South" Splendid Production

THE sunny South, laden with the sweet scents of orange blossoms and magnolias, is the scene of Pauline Frederick's newest photoplay, "A Daughter of the Old South," which will be shown at the ..... Theatre next ..... The picture, which was written by Margaret Turnbull from the story of Alicia Ramsey and Rudolph de Cordova, and directed by Emile Chautard, is said to have provided Miss Frederick with one of the most appealing roles she has essayed for many months.

Miss Frederick appears as a beautiful Creole girl whose love story, filled with lights and shades, laughter and tears, is charmingly told by the star in a series of exquisitely heart appealing scenes. Supported by a company of excellent players, Miss Frederick's latest starring vehicle is one of supreme importance to her admirers the country over.

A Charming Photoplay

REVEALING a story of intense dramatic interest, "A Daughter of the Old South," the newest Paramount picture starring beautiful Pauline Frederick, which is being shown at the ..... Theatre this week, is in every respect a charming photoplay. The story was written by Alicia Ramsey and Rudolph De Cordova and it was adapted for the screen by Margaret Turnbull. The director was Emile Chautard, one of the most famous directors in the silent drama. The support provided for Miss Federick includes such well known players as Pedro de Cordoba, Vera Beresford, Rex McDougall, and Mrs. T. Randolph.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"A DAUGHTER OF THE OLD SOUTH"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty-four sheet

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

For the Exploitation of "A Daughter of the Old South"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:

The announcement that Pauline Frederick, the famous emotional actress starring in Paramount pictures, will be seen in her latest photoplay, "A Daughter of the Old South" at our Theatre, next ....., has roused unusual interest among our clientele.

This is a superb story of a Creole girl in the South whose lovetale is filled with laughter and tears, but which, after many vicissitudes, ends happily for all concerned. Miss Frederick has an admirable role which she handles with exquisite skill and her support is all that could be desired. Unusually thrilling scenes accompany the development of this remarkable story of love and near tragedy.

We believe that this photoplay will interest you greatly, and we respectfully urge your presence at its representation at our playhouse.

Thanking you for past favors, we remain,

Yours sincerely,

_____

Manager.

Is this Letter will not Serve mail all or one of the Post-Cards appearing on next Page

MAIL CAMPAIGN

For the Exploitation of "A Daughter of the Old South"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to announce that Pauline Frederick, the distinguished emotional star, will be seen in her latest Paramount photoplay, "A Daughter of the Old South," at our theatre next . . . . . .

This is a superb film production and is well worth your most careful consideration.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Beginning next . . . . . , the splendid Paramount photoplay, "A Daughter of the Old South," featuring Pauline Frederick will be presented at our Theatre.

We feel certain that this photoplay will attract large audiences to our playhouse during its presentation, and we urge you to come early.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We desire to inform you that Pauline Frederick, the distinguished Paramount star, will be seen in her newest picture, "A Daughter of the Old South," at our theatre today.

It will afford us great pleasure to extend to you every courtesy at our command on the occasion of your visit at any time during the display of this splendid photoplay.

Manager _____

ADVERTISING POSTERS AND SLIDE

FOR

"A Daughter of the Old South"



Three Sheet



Twenty-four Sheet



One Sheet



One Sheet



Three Sheet



Six Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

August

CHARLES RAY..... .....A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS..... .....BOUND IN MOROCCO
D. W. GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK..... ..... FEDORA
WILLIAM S. HART ... .RIDDLE GAWNE
BILLIE BURKE..... .....IN PURSUIT OF POLLY
DOROTHY DALTON.. .....GREEN EYES
CECIL B. DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT..... .....THE MARRIAGE RING

September

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID..... THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD..... .....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN

PARAMOUNT PRESS BOOK COLLECTION
Volume 6: September – November 1918; Index Number 27

Mirandy Smiles

Scheduled Release Date: **15 Dec1918**

How to Advertise



Vivian Martin

in

"MIRANDY SMILES"

A Paramount Picture

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

Vivian Martin in "Mirandy Smiles"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchan

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

Pertinent Facts For Exhibitors Regarding "Mirandy Smiles"

THE STAR

BEAUTIFUL, talented and of engaging personality, Vivian Martin is one of the most popular motion picture stars in the country. In her recent success, "Her Country First," Miss Martin exhibited her charm and genius to the full, and the picture enhanced her popularity immeasurably. Miss Martin is a thorough artist no matter what characterization she attempts, as she proves in her latest photoplay, "Mirandy Smiles," in which she is seen as a little scrub lady. Fancy Vivian Martin as a scrub lady! Yet she vests the character with a grace and dignity of which any scrub lady might well be proud. That she has dignified that avocation by her portrayal of Mirandy Judkins none can deny, and that her characterization will be hailed as one of her most artistic portraits may safely be assumed.

THE AUTHOR

WHEN Belle K. Maniates wrote "The Littlest Scrub Lady," she could not have anticipated the success with which the book met immediately on its publication. The quaint story won popular favor and it was recently selected for adaptation to the screen with Vivian Martin in the role of Mirandy Judkins. It is this adaptation under the title of "Mirandy Smiles" which serves as Miss Martin's newest starring vehicle and it is said that all the beauties of the story have been incorporated in the picturization.

THE SCENARIST

EDITH KENNEDY, who picturized "Mirandy Smiles" for Miss Martin, is a scenarist of prominence who has numerous picture successes to her credit, notably "The Cruise of the Make Believes," starring Lila Lee. She has done excellent work in this adaptation. Miss Kennedy also wrote the scenarios of "Her Country First," for Miss Martin, and "The Bravest Way" for Sessue Hayakawa. These efforts are sufficient to place her fame as a screen writer of the highest class on an enduring foundation.

THE DIRECTOR

WELL known as a playwright and motion picture director, William Churchill De Mille, brother of Cecil B. De Mille, directed Miss Martin in "Mirandy Smiles." Mr. De Mille has accomplished numerous notable achievements in the cinema field, but it is noteworthy that experts regard his latest work as among his best.

THE PHOTOGRAPHER

FRANK E. GARBUTT is a talented cameraman who has done much notable work in the past and he is at his best in "Mirandy Smiles." His skillful handling of light and shadow add vastly to the appeal of this whimsical and human little story.

THE STORY

MIRANDY JUDKINS is a little scrub girl who works in a Grand Opera house in a small Western town. She meets Teddy Lawrence, an organist, and he invites her to come to St. Mark's Church and hear him play the big organ. Rose White, a Sunday School teacher, loves John Kennedy, the Rector. Dressed in her best, Mirandy goes to the church on Sunday and is impressed by the Rector's plea to all to give freely and she wonders how she can give, inasmuch as she has nothing. Mirandy plans to make money by washing the surplices of the choir singers and Rose promises to give her the work. In order to raise money for the Rector, Mirandy borrows the surplices and "puts on" a sacred concert at her home with the aid of the children of the neighborhood. While the concert is on, the Rector and Rose appear and the former is amazed and gratified when Mirandy gives him 37 cents, the gross proceeds of the concert. The Rector proposes to Rose, who puts him off, promising to send him her written answer. She writes a note accepting him and pins it to the Rector's surplice which Mirandy has washed. It falls to the floor and the Rector fails to receive it. The note is found by Mirandy's mother, who returns it to Rose. Mirandy fluffs her curls and the leading woman at the Opera House is so pleased with her that she gives her a new dress. Teddy prevails upon Mirandy to attend the Guild School and she now realizes that he has something up his sleeve. Mirandy's mother comes into funds unexpectedly and proposes to take Mirandy to the country to live on a farm. Mirandy protests because she fears to lose Teddy, but he tells her that she is to go to school and after a year or two he will show her what he has up his sleeve. So she senses the personal note in his request and is happy.

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Production Cuts and Mats

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Paper and Slide
Back Cover
Latest Releases

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Vivian Martin or Her New Photoplay, "Mirandy Smiles."

A Paramount Picture

Vivian Martin, Popular Paramount Star Soon to be Seen Here in "Mirandy Smiles" Has Had Notable Career

When Six Years Old, She Played With Richard Mansfield, and Widely Known as a Beautiful Motion Picture Star. She is also an Expert Cook and Inventor of Salads.

WINSOME Vivian Martin was born near Grand Rapids, Michigan, not so many years ago and at the age of six years she was playing with Richard Mansfield in "Cyrano de Bergerac." After this her way led her on from play to play including such well known productions as "Father and the Boys," "The Spendthrift," "Officer 666," "Stop Thief" and "The Only Son." Miss Martin finally attracted the attention of the motion picture magnates, one of whom persuaded her to enter his company. Here she made many pictures and met with great success, but it was not until she appeared under the banner of Paramount that she attained her greatest popularity.



Vivian Martin

At present Vivian Martin is fulfilling a long term contract with the Famous Players-Lasky Corporation for whom she has made "The Stronger Love," "Her Father's Son," "The Right Direction," "The Wax Model," "The Spirit of Romance," "The Girl at Home," "The Trouble Buster," "Molly Entangled," "A Kiss for Susie," "The Fair Barbarian," "Unclaimed Goods," "Vivette," "Her Country First" and her latest photoplay, "Mirandy Smiles," which will be shown at the ——— Theatre next ———.

Miss Martin has starred with some of the screen's best known actors including Colin Chase, Herbert Standing, Thomas Holding, Jack Pickford and others. Among her accomplishments, Vivian Martin is an expert cook and has allowed a few of her most famous recipes to be circulated through one of the great newspaper syndicates of the country. Thus, many a housewife, seeing the charming star on the screen, has gone home and made "Vivian Martin Salads" and other delicacies. One of her greatest pleasures, after a hard day at the studios or riding about the country in search of "locations," is to turn her cook out of the kitchen, and taking possession, creates some new dish to tempt the palates of her chosen friends. Needless to say an invitation to dinner at Vivian Martin's home is never regretfully declined — if the fortunate receiver be wise.

Miss Martin shows her versatility in "Mirandy Smiles," her latest picture. She appears as a quaint high-spirited little scrub girl who works in the Opera House of a middle western town. At first we see her with the famous Martin curls whipped straight back and tied in two straight braids. She is cleaning floors in the Opera House when she slips and lands in a pail of water. She is rescued by Teddy Lawrence, a musician at the Opera House, and there the romance starts. Even without her curls and while doused in soapy water pretty Vivian is as fascinating as ever, and as the story develops and she appears with her hair fluff out, and in better clothes, she shows some exceedingly clever acting by the contrast of the little scrub lady's character.

Miss Martin has light, curly hair, dark blue eyes and is of medium height. She is fond of all outdoor sports, but specializes in tennis.



CAST AND STORY OF "MIRANDY SMILES"

For Use of Exhibitors in Their House Organs or for General Publicity
In the Exploitation of Vivian Martin's New Photoplay

A Paramount Picture

Dainty Vivian Martin Has Role of Little Scrub Lady in New Paramount Picture "Mirandy Smiles"

Scenes of Splendid Story Laid in Small Western Town and Theme Deals With the Ambitions of Lofty Minded Girl Who Ultimately Finds Love and Happiness.

MIRANDY JUDKINS is a little scrub girl in an Opera House in a small Middle Western town. She meets Teddy Lawrence, a musician, who invites her to come to St. Mark's Church on Sunday to hear him play the organ. Rose White, a Sunday School teacher, is in love with John Kennedy, the Rector of the church, and when Mirandy goes to the church, Teddy asks Rose to take a personal interest in Mirandy.

The girl is impressed by the Rector's discourse in which he makes a plea to all to give all they can in these dread days and Mirandy conceives the idea of washing the surplices of the Rector and choir in order to obtain money so that she can give as urged. Rose promises to get the work for her to do and she is quite happy. She borrows several surplices and "puts on" a sacred concert at her home with the aid of the children of the neighborhood. The Rector and Rose surprise the party and Mirandy, somewhat flustered, gives him 37 cents, the gross proceeds of the concert.

"Mirandy Smiles."

The Cast

Mirandy Judkins, a Scrub Lady — Vivian Martin
Teddy Lawrence, a Musician, — Douglas MacLean
John Kennedy, the Rector, — Lewis Willoughby
Rose White, a Teacher, — Gean Gennung
The Boarder — William Freeman
Mrs. Judkins — Maym Kelso
Mrs. White — Elinor Hancock
Annie May — Frances Beech

The Rector is delighted with Mirandy and on his way home with Rose he proposes marriage. Rose is confused and promises to send him her written reply. She writes a note of acceptance and pins it to the Rector's surplice, but it falls to the floor, where it is found by Mrs. Judkins, who pins it to Rose's waist and sends it home. Rose is greatly disturbed at the Rector's silence, but the recovery of the note explains this to her satisfaction.

Mirandy, who is now moving in higher society, fluffs her hair and accepts a dress offered her by the leading woman at the Opera House. Teddy is delighted with her and offers to send her to school to be educated. She asks him what he has up his sleeve and he promises to tell her some day. About this time one of the Judkin children is stricken down with scarlet fever and Mirandy is in great distress. Rose arranges matters with the Rector and their love story runs smoothly.

One day Mirandy's mother comes in possession of considerable money and she plans to take Mirandy with her to the country to live on a farm. Mirandy, who secretly loves Teddy, protests, because she doesn't love cows or pigs. Then Teddy tells her that she is to go away to school and that when she comes back, he will tell her just what he has up his sleeve. Mirandy senses the personal note in his demand and joyous in this revelation of his love for her, she is filled with happiness.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Display of Vivian Martin's Photoplay "Mirandy Smiles."

A Paramount Picture

Dainty Vivian Martin Makes Hit as Scrub Lady in Her New Paramount Photoplay "Mirandy Smiles"

Picture of Humble Life in the Middle West is one of Distinct Appeal and the Beautiful Star Is Heartily Received by Enthusiastic Audience.

DAINTY VIVIAN MARTIN, one of the most charming of the long list of Paramount stars, scored another personal triumph when her new photoplay, "Mirandy Smiles," was shown at the ..... theatre yesterday. Presented to her admirers in the garb of a scrub lady in a little Western town, Miss Martin proved herself as delightful amid her soapsuds as she was charming in her recent picture success, "Her Country First." Miss Martin is essentially an artist and each portrayal she attempts reveals her in a new and more charming light to her hosts of admirers.

In "Mirandy Smiles" Miss Martin has a most congenial role. Mirandy Judkins is a little scrub girl, who works in a Grand Opera house in a small Western town. She meets Teddy Lawrence, an organist, and he invites her to come to St. Mark's Church and hear him play the big organ. Rose White, a Sunday School teacher, loves John Kennedy, the Rector. Dressed in her best, Mirandy goes to the church on Sunday and is impressed by the Rector's plea to all to give freely and she wonders how she can give, inasmuch as she has nothing.

Mirandy plans to make money by washing the surplices of the choir singers and Rose promises to give her the work. In order to raise money for the Rector, Mirandy borrows the surplices and "puts on" a sacred concert at her home with the aid of the children of the neighborhood. While the concert is on, the Rector and Rose appear and the former is amazed and gratified when Mirandy gives him 37 cents, the gross proceeds of the concert.

The Rector proposes to Rose, who puts him off, promising to send him her written answer. She writes a note accepting him and pins it to the Rector's surplice which Mirandy has washed. It falls to the floor and the Rector fails to receive it. The note is found by Mirandy's mother, who returns it to Rose. Mirandy fluffs her curls and the leading woman at the Opera House is so pleased with her that she gives her a new dress.

Teddy prevails upon Mirandy to attend the Guild School and she now realizes that he has something up his sleeve. Mirandy's mother comes into an unexpected inheritance and proposes to take Mirandy to the country to live on a farm. Mirandy protests because she fears to lose Teddy, but he tells her that she is to go to school and after a year or two he will show her what he has up his sleeve. So she senses the personal note in his request and is happy.

There is a definite charm of personality about Miss Martin's work in this little comedy of slum life. She makes Mirandy a warm-hearted little heroine, whose independent outlook on life and keen, laugh-provoking remarks afford a never failing source of amusement. Douglas MacLean plays the leading role opposite Miss Martin, while Maym Kelso, Lewis Willoughby and Gean Gennung have important character roles. Others who rounded out the skillfully chosen cast are William Freeman, Elinor Hancock and Frances Beech.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

A Terrible Curling Tong!



JESSE L. LASKY
presents

VIVIAN MARTIN

IN

"MIRANDY SMILES"

A Paramount Picture

Scenario by Edith Kennedy

Directed by William C. De Mille

Ever try to curl your hair with a revolver? Mirandy simply had to have it curled somehow, and if there aren't any curling tongs, why you have to revolve your hair around whatever's round and smooth, see?

PARAMOUNT

THEATRE

MONUMENT SQUARE *CONTINUOUS 11-11*

Only a scrub-lady— but some smile!

GRAND OPERA HOUSE



VIVIAN MARTIN

JESSE L. LASKY
presents

VIVIAN MARTIN
IN
"MIRANDY SMILES"

A Paramount Picture

Scenario by Edith Kennedy
Directed by William C. De Mille

It doesn't matter whether a girl is carrying a bucket or a fan—if her smile is *right* she will land the boy she wants—see Mirandy do it.

PARAMOUNT

THEATRE

10c and 15c *11-11*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

Advertising Cuts And Mats

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

EST SIDE
h St. to 42d St.

HEATRE EIGHTH AVE. AT 40TH ST.
r—The Beast of Berlin"

S E A EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
EM in "ROUGH & READY."
ve., 15c, including war tax.

G E Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

EST SIDE
St. to 86th St.

TH BROADWAY AND
T. THEATRE 77TH STREET
awa "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

EST SIDE
St. to 125th St.

ROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 76 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WE...

EET & MANHATTAN AVE.
KWELL & Evelyn GREELEY
LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
asks and Faces."

EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
TORY COMEDY

Westchester Av. & 161st St.
ANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
GUILT OF SILENCE"

HEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 188TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

dford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

PARAMOUNT THEATRE

10c and 15c — 11-11



JESSE L. LASKY
presents

VIVIAN MARTIN
IN
"MIRANDY SMILES"

A Paramount Picture

Scenario by Edith Kennedy — *Directed by William C. De Mille*

Mirandy did the laundry for the organist, and the organist, being a nice young fellow, played a bit of music to her—and then Mirandy *smiled*—say, it's queer how peaceful and romantic a church is when there's nobody but the organist "practicing."

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST B... & MARK...
Mrs. Vernon Castle, "Hillcrest Myste...
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Seco...
FRANK KEENAN in "LOA...
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se...
CARLYLE BLACKWELL in...
OUT." "THE EAGLE'S

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 16 "THE MYST...

M. & S. Thea...

AMERICAN MOVIES
Francis X. Bushman & B...
in "With Neatness and

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The

NEW 14th ST. 14T... SE...
"TARZAN OF THE...
The Wonder Play of

ODEON 58-62 Clin...
DOROTHY DALTON in "...
Mack Sennett Comedy, "If Pa...

PALACE 133 E...
Pauline Frederick, 'Mrs. D...
5th Epis. "The Woman

SUNSHINE 141 E...
Edith Storey, 'Treasur...

WACO 118 Riv...
Elsie Ferguson, "The S...

STAPLETON,

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A

NEWARK, N...

"Tarzan of the Apes," with...
A Sidney Drew Co...

HOBOKE...

STRAND Washin...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S...
in "THE...
"A SON OF DEMOCR...

ORPHEUM KITTY...
in "THE P...
Tmw—MAE MARSH in "Field

ROCKAWAY H...

NEW THEATRE HAMME...
ROCKA...
OLGA PETROVA in "T...
WITHI...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face...

Stuyvesant Heights

COLONIAL BROAD...
ROCKA...
BILIE BURKE in "Eve's...

DECATUR Broadwa...
Cont. 1...
"The Kaiser—The Beast

HALSEY THEATRE Hal...
Con...
Henry D. Walthall in "Hand...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey...
Cont. 1...
Margery Wilson in "Flames...

Ridgewood Secti...

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Vivian Martin's Photoplay "Mirandy Smiles."

A Paramount Picture

CAN YOU IMAGINE VIVIAN MARTIN AS REAL SCRUB LADY?

She is Charming in Just Such a Role in Photoplay "Mirandy Smiles."

CAN you imagine Vivian Martin as a real scrub lady? You'd better get ready, for she is one in "Mirandy Smiles," which will be shown at the ..... theatre next ..... And she's so adorable in the part that you're going to like her.

Miss Martin has the beauty that does not need stunning clothes to show it off. True, she looks well in beautiful clothes, but in "Mirandy Smiles," she appears in old clothes and old shoes, and with her hair drawn straight back, and—she's just as fascinating as ever.

There is a definite charm of personality about little Miss Martin's work in this realistic little comedy of slum life by Belle K. Maniates. She makes Mirandy Judkins, the littlest scrub lady, a warm-hearted little heroine, whose independent outlook on life and keen, laugh-provoking remarks afford a never failing source of amusement.

The story was scenarioized by Edith Kennedy and the result is a skillfully built screen version of a popular story that has dramatic suspense and excellent touches of humor. Douglas MacLean plays the leading role opposite Miss Martin, while Maym Kelso, Lewis Willoughby and Gean Gennung have important character roles. Others who round out the skillfully chosen cast are William Freeman, Elinor Hancock and Frances Beech.

The direction of William C. De Mille is responsible for the smooth way in which the story unfolds. Frank E. Garbutt has achieved some highly interesting photographic effects, and the result proves one of Miss Martin's most appealing and successful pictures.

VIVIAN MARTIN HAS FINE ROLE AS SCRUB LADY

Portrayal of Star in Picture "Mirandy Smiles," One in Which She Excels

VIVIAN MARTIN will be seen in the character of a little scrub lady in her next Paramount picture, "Mirandy Smiles," which will be the main attraction at the ..... theatre next ..... Mirandy works in the "Opery" House in a small, Middle Western town and it is there that she meets Teddy, the musician, who plays in the "Opery" House orchestra. And it is there that the romance starts that carries the story to a delightful conclusion.

The picture is said to offer Miss Martin the sort of role in which she excels, that of a buoyant, courageous little girl who strives to help others and who is always optimistic in the face of discouraging conditions. Edith Kennedy wrote the scenario from the novel "The Littlest Scrub Lady," written by Belle K. Maniates.

Douglas MacLean, who will be remembered for his excellent work is support of Mary Pickford in Artcraft Pictures and in "The Hun Within," a Paramount-Artcraft special picture which has scored a hit all over the country, has the leading role of Teddy, the musician, and the other members of the supporting cast are said to do excellent work in their respective portrayals. Lewis Willoughby and Gean Gennung have important roles and William Freeman, Maym Kelso, Elinor Hancock and Frances Beech are well cast.

The picture was directed by William C. De Mille, with care and attention to detail and Frank E. Garbutt has done camera work that is well above the ordinary.

REAL LADY AND BEAUTIFUL WAS THIS SCRUB GIRL

Vivian Martin Has Delightful Part in New Photoplay "Mirandy Smiles."

HER name was Mirandy Judkins and she was a scrub lady. But she was a warm-hearted little girl with a great deal of beauty and when love for Teddy, the musician, came into her heart, she spruced up and became a different looking girl. All this is told in "Mirandy Smiles," the latest Paramount picture starring Vivian Martin, which will be shown at the ..... theatre next .....

Mirandy worked at the Grand Opera House in a Middle Western town. She liked to watch the players at rehearsals and also to listen to the wonderful music of Teddy, who played in the Opera House orchestra. One day Mirandy splashed a pail of soapy water over herself, and it was Teddy who rescued her. Their romance started right there.

Teddy asked Mirandy to come to St. Mark's Church to hear him play and when she came he persuaded the Rector and the young lady who was engaged to marry the minister, to try to help Mirandy. This they did by giving her choir surplices to wash. In return, Mirandy gave a sacred concert at her home, putting the surplices on the youngsters of the neighborhood in an attempt to raise money and help the Rector in his church work.

As Mirandy's life improved she fluffed out her hair, donned better clothes that someone had given her, and impressed Teddy anew with her beauty. And after a charmingly constructed love story she consents to go away to school so that she can learn to speak like the Rector's sweetheart and come back to marry Teddy.

The part of Mirandy is announced as one of Miss Martin's most successful roles. Douglas MacLean is her leading man.

WM. C. DE MILLE IS SKILLED DIRECTOR

Has Done Excellent Work in "Mirandy Smiles."

IT is some time since William C. De Mille has directed a picture and those who have missed his fine, artistic work will welcome him back with "Mirandy Smiles," Vivian Martin's new Paramount picture, which will be shown at the ..... theatre next ..... Mr. De Mille shows us once more the skill of his direction and his ability to introduce little human touches as the story develops under his hand.

In addition to being one of the most talented directors in the screen drama Mr. De Mille is a dramatic author of fame. His plays "Strongheart," "Classmates," and others, scored great sucesses on the speaking stage, and with his brother, Cecil B. De Mille, he entered the motion picture field several years ago. Since then Cecil B. De Mille has become one of the most famous directors before the ublic and William C. is known as both author and director.

In "Mirandy Smiles," Mr. De Mille gives us the simple story of a little scrub girl who works in a theatre in a Middle Western town, and so effective is his direction that her charming romance is brought home with a direct appeal that reaches every heart.

Capable Cameraman

FRANK E. GARBUTT, cameraman, has done excellent work in filming "Mirandy Smiles," the latest Paramount picture starring Vivian Martin, which is on view at the ..... theatre this week. His skillful handling of light and shadow add a great deal to the appeal of this whimsical and human little story.

MAYM KELSO FAMOUS AS SCREEN PLAYER

Has Strong Character Part in "Mirandy Smiles."

MAYM KELSO is one of the best known character women on the screen. Before entering the silent drama she was famous on the speaking stage and appeared with the celebrated Augustin Daly company in New York years ago. After years of training, Miss Kelso has become famous as a portrayer of aristocratic middle-aged ladies, but in "Mirandy Smiles," the new Paramount picture starring Vivian Martin, which will be shown at the ..... theatre next ....., she goes to the other extreme, and plays convincingly the role of Mrs. Judkins, a scrub woman in a theatre, who is struggling to support a large family. Pretty Vivian Martin appears as the little scrub lady, Mirandy Judkins, her saucy and generous daughter.

Vivian Martin a Student

VIVIAN MARTIN is a keen student of the phsychology of clothes. She does not believe that clothes are always needed to make a girl pretty and fascinating, and you'll agree with her after you see "Mirandy Smiles," her new Paramount picture, which is now being presented at the ..... theatre. In the charming photoplay Miss Vivian is seen as a scrub girl and during the first part of the picture she wears costumes that are—well, comic rather than beautiful. Yet she is as pretty as ever and those who see Teddy Lawrence, the young musician, played by Douglas MacLean, fall in love with her, do not blame him, even if she is a scrub lady.

VIVIAN MARTIN IS VERSATILE ARTIST

Is Delightful as Scrub Girl in "Mirandy Smiles."

VIVIAN MARTIN certainly shows her versatility in "Mirandy Smiles," her latest Paramount picture, in which she will be seen at the ..... theatre next ..... She appears as a quaint, high spirited little scrub girl who works in the Opera House of a middle Western town.

At first we see her with the celebrated Martin curls whipped straight back and tied in two straight braids. She is cleaning the floors in the Opera House when she slips and lands in a pail of soapy water. She is rescued by Teddy Lawrence, a musician at the Opera House, and there the romance starts.

Even without her curls and while doused in soapy water pretty Vivian is as fascinating as ever, and as the story develops and she appears with her hair fluffed out, and in better clothes, she shows some exceeding clever acting by the contrast in the little scrub lady's character which she presents.

Strong Leading Man

DOUGLAS MACLEAN is a young leading man who has been doing work of an unusually high type lately in the pictures. He has appeared as Mary Pickford's leading man in several of her recent pictures and in support of Vivian Martin in "Mirandy Smiles," her latest Paramount picture, now showing at the ..... theatre, he gives an unforgettable screen portrait of a young musician who takes an interest in Mirandy Judkins, a scrub girl, and later falls in love with her. It is a story of love, humor and strong dramatic interest.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"MIRANDY SMILES"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Mirandy Smiles"

Paramount PT Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

The admirers of Vivian Martin, the charming Paramount star, who recently was seen here in "Her Country First," have another treat in store for them when her latest photoplay, "Mirandy Smiles" will be presented at our theatre on.....next.

In this photoplay Miss Martin is seen as a scrub lady employed in an Opera House in a middle western town, and her whimsical characterization, coupled with the charm of a most excellent story, make this picture one of the best in which Miss Martin has been seen in many a day. Miss Martin is brilliantly supported, while the photography is unusually fine.

We believe this picture will interest you greatly and it will afford us pleasure to welcome you at any time during its display at our theatre.

Yours sincerely,

_____

Manager

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Mirandy Smiles"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to notify you that Vivian Martin, one of the most charming motion picture stars in the country, will be seen in her newest Paramount photoplay, "Mirandy Smiles," at our theatre next.....

This is a charming picture and we are sure that it will afford you delightful entertainment

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Beautiful and charming Vivian Martin, one of the most popular screen artists, will appear in her latest Paramount photoplay "Mirandy Smiles," at our theatre next..... This excellent photoplay provides Miss Martin with many opportunities for the display of her talents and her characterization is a noteworthy one.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that Vivian Martin's newest Paramount photoplay, "Mirandy Smiles," will be displayed at our theatre today (.....). You will be wise to avail yourself of this opportunity to see this sterling screen star in a most charming portrayal.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at leaf the Post Cards on opposite page

ADVERTISING POSTERS AND SLIDE

FOR

"MIRANDY SMILES"

Always Obtainable at your Exchange



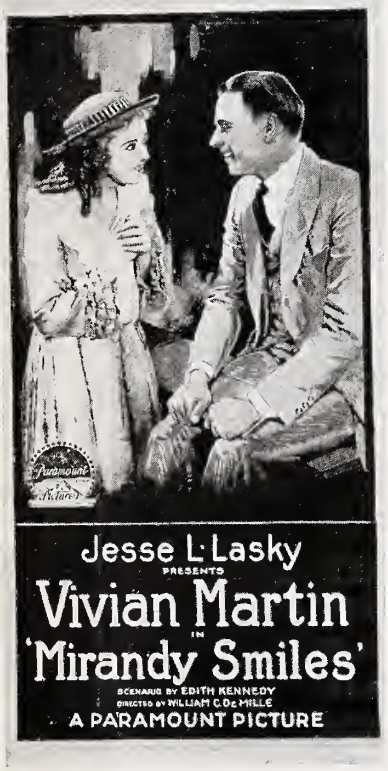
One Sheet



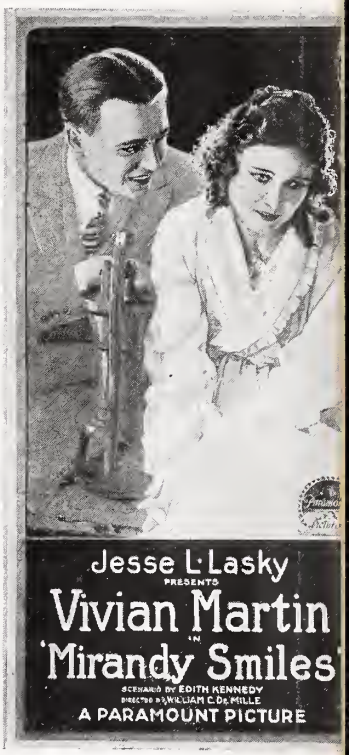
One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

CHARLES RAY ..... A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS.....BOUND IN MOROCCO
GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK.....FEDORA
WILLIAM S. HART.....RIDDLE GAWNE
BILLIE BURKE.....IN PURSUIT OF POLLY
DOROTHY DALTON.....GREEN EYES
DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT.....THE MARRIAGE RING

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID.....THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD.....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK ..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN